

2023 MEDIA INFORMATION
Ms. Senior Universe Pageant



Las Vegas
January 3-7, 2024

SENIOR PAGEANTS GROUP INTERNATIONAL
Founded 2015 Las Vegas

“The Senior Pageants Group is the ‘Gold Standard’ of Senior Pageantry that has brought the concept of senior women and pageants into mainstream society.”

Carl Dunn, CEO Pageantry Magazine

Motto

#Embrace, Encourage, Empower

Mission Statement

Our organization honors and celebrates the lives and accomplishments of women over 60. We are the women and daughters of the “The Greatest Generation.” We encourage women as they approach 60 to embrace who they are and to understand that age does not limit what they can become and what they have to offer the world. As senior women, we have nurtured our families, our careers and our local communities while surviving personal tragedy, economic depressions, regional conflict, and World Wars. We have been present while the nations of the world went to the unthinkable brink of nuclear holocaust. We are strong, savvy, goal-oriented, wise, and aware. We display these characteristics in our everyday lives, as people, and as humanitarians who always seek to improve the lives of others. As an organization, we seek to further empower women of all ages, nations, and cultures to strive for equality, to achieve their personal best, to make real and meaningful changes and to individually redefine what it means to be a senior woman and role model to the communities of women who will follow us.

Active Brands

Ms. Senior United States (50-59)

Ms. Senior USA (60-74)

Ms. Super Senior USA (75+)

Ms. Senior Universe (60 w/ country of origin [Olympic standard] another National Pageant Title)

Ms. Super Senior Universe (75 and Ms. Senior Universe standard)

Grande Dame Universe (90+)

Ms. Senior World (Inactive)

**Senior Pageants Group International is converting to non-profit 2023-2024.*

**Not affiliated with the much younger Miss USA and Miss Universe organizations.*

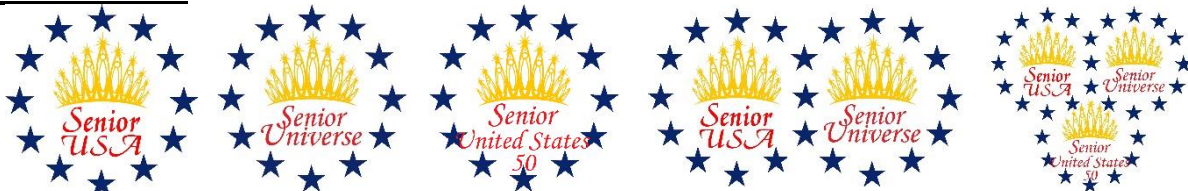
Website/App

www.seniorpageantsgroup.com

https://en.wikipedia.org/wiki/Senior_Pageants_Group

<https://app.appinstitute.com/mssenior>

Logos/Trademarks



Recognized Firsts

- First Virtual Conferencing, Auctions, Pageants
- Super Senior recognizing 75+ as a separate category
- Grande Dame recognizing 90+ as a separate category.
- Oldest Active Pageant Queen – Klyda Mahoney (95) & Performing Duo with Marilyn Kohler.
- Only Pageant Queen crowned on the floor of the United Nations
- Only Senior Queens to be presented on Magazine Covers, beginning with Pageantry Magazine
- Special Multi-Pageant Awards – Most Honored Senior Pageant in History.
- World Record – 68 years from earliest win by a Queen in 1955 to most recent 2023.

Video and Important Links

[Video History of Ms. Senior USA!](#)

[Coming Events and Updates](#)

[Pageantry Magazine Podcast with Ms. Senior Universe 2020-21](#)

[Pageantry Magazine Podcast with Ms. Senior Universe 2021-22](#)

[Pageantry Magazine Podcast with Ms. Senior USA 2021-2022](#)

[Hall of Fame Video of Former Ms. Senior Universe, now Director](#)

[Video Trailer for Documentary "Shelley in Wonderland"](#)

[Video from the United Nations International Women's Day!](#)

[Video from Opening of 2022 Huntsman World Senior Games!](#)

Candidate Application

[Application Link](#)

To Participate, Contestants Must

- Be age appropriate for their category.
- Recite a philosophy of life in 30 seconds or less
- Demonstrate poise by presenting in formal wear.
- Perform a talent or other presentation in under 3 minutes
- Interview with individual judges in a round-robin format.
- Maintain the highest integrity and a Code of Conduct to treat all people with respect and dignity.



References/Articles by Pageantry Magazine

[Senior USA 2017](#)

[Senior Universe 2017](#)

[Senior USA 2018](#)

[Senior Universe 2018-2019](#)

[Senior USA 2019](#)

[Senior USA 2020](#)

[Senior Universe 2020](#)

[Las Vegas Veteran Turns 104](#)

[Special Article – Senior Pageants Become Mainstream](#)

[Senior USA & Universe 2021-2022](#)

Domains

mssenioramerica.com

msseniorunitedstates.com

msseniorunitedstates.org

mssenioruniverse.com

mssenioruniverse.info

mssenioruniverse.net

msseniorworld.co

mssenior.world

msseniorusa.com

msseniorusa.net

msseniorusa.org

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Contact

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JIAN SAKAKEENY
Ms. Senior Universe 2023

MS. SENIOR UNIVERSE PAGEANT

January 3-7, 2024

Tickets on Sale September 1, 2023



CAESARS
ENTERTAINMENT.



HORSESHOE

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SENIOR PAGEANTS GROUP

Group and Individual Awards Received

Most Honored in the History of Senior Pageantry

Huntsman World Senior Games
2021



Marianne Hamilton, Ms. Senior Universe
World Senior Games Hall of Fame
TGBA Award Recipient

TGBA Awards
2018-2023



20 Awards Past and Present Queens
Including Peggie Fowler, Wendi
Russo, and Charlotte Ambrose
52 Finalists & Over 100 Individual Nominations

Pageantry Magazine
2020, 2021, 2022



Sally Beth Vick
Joanie Helgesen
Barbara Reincke

Pageantry Magazine Spirit Awards
2016-2023



Senior Pageantry Hall of Fame
More than 200 Senior Queens Honored

European Film Industry Awards
Predecessor Pageant 2012, SPG 2021



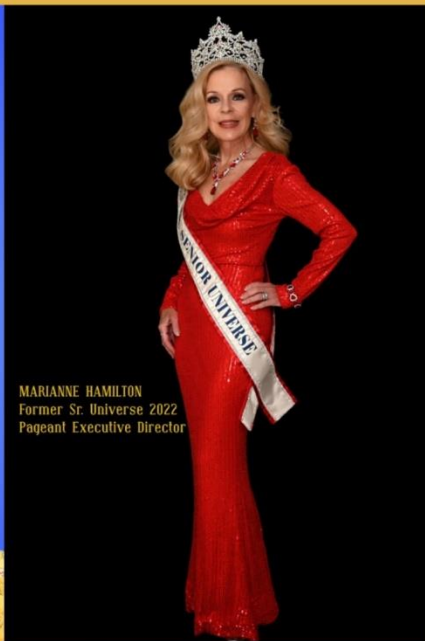
2021 Las Vegas "Shelley In Wonderland"
Best Foreign Filmed Short Documentary



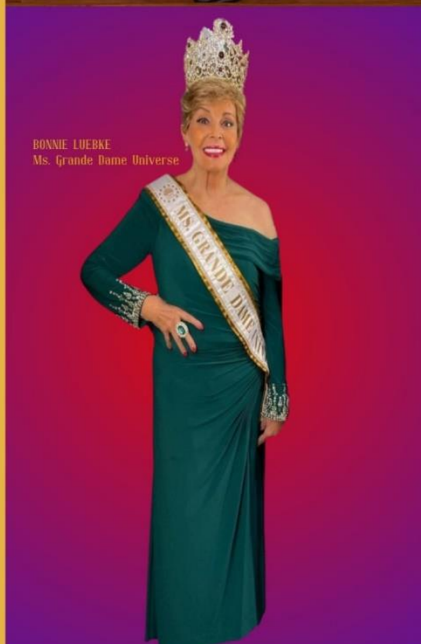
JOANN BECHTEL
Ms. Super Senior Universe



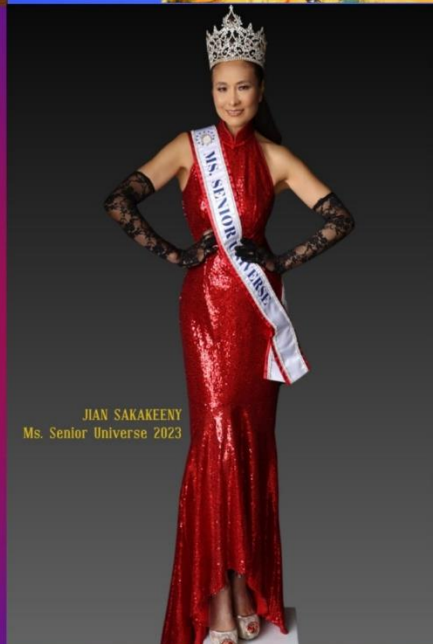
BECKY WU
Senior United Nations
Ambassador



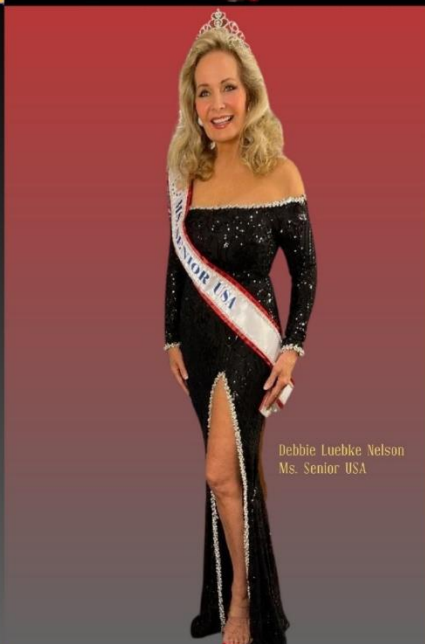
MARIANNE HAMILTON
Former Sr. Universe 2022
Pageant Executive Director



BONNIE LUEBKE
Ms. Grande Dame Universe



JIAN SAKAKEENY
Ms. Senior Universe 2023



Debbie Luebke Nelson
Ms. Senior USA



KARRYN RUSSO
Ms. Senior United States



ELIN JONES
Ms. Super Senior USA



CHRISTINE CAMPBELL
Ms. Senior Sweetheart