



Founded in 1978

Each pageant is a celebration of the achievements woven into the lives of several outstanding women. Each has lived 59 or more years, and as a Ms. Senior Sweetheart™ Contestant shares the wisdom, talents, and beauty of age while having fun and helping to raise funds for community service.

"It gives me a new perspective on aging, it really does. They're all super contestants," noted one public official. "I'm absolutely bewildered. It's been such a grand week," added a local pageant winner. "It was truly a new beginning for me," said another.

Fun. Excitement. Community service. Those are the things that Ms. Senior Sweetheart Pageants are all about. With a surprisingly small investment of time and energy pageants generate community service funds, generate positive publicity, add an exciting new event to your community's calendar, and celebrate the contribution that our seniors continue to make. An ideal service project, Ms. Senior Sweetheart Pageants are frequently sponsored by service organizations like The Massachusetts Lions Eye Research Fund, Inc.

## Ms. Senior Sweetheart Pageants Have Been Featured On:

- The Phil Donahue Show,
- Real People,
- NBC News, and
- Other Regional Programs.

# Ms. Senior Sweetheart Pageants

# Contestant Enrollment Form



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Ms. Senior Sweetheart Pageants of America, Inc.

Fall River, MA 02720  
508-675-0249

Len Kaplan, President

**Ms. Senior Sweetheart**

Thank you for your interest in the Ms. Senior Sweetheart™ program. Our pageants have been celebrating women since 1978. Most pageants have generated funds for community service, and, without exception, each of them has recognized the life-time achievements of some very special women. Often compared to other national pageants, our basic format features fun and excitement for all. They usually include:

- evening gown presentations & interviews,
- group performances with both gay-nineties swimsuit and patriotic themes, *50s ROUTINE IN 2004*
- individual talent presentations.

But, don't be misled. The emphasis is on fun, isn't on talent. The judges are looking for well-rounded individuals, they aren't there to find the most talented performer. Gifts, crowns, banners, prizes (including a wonderful trip), and guest appearances all add to the excitement.

By entering your local pageant today, you will take the first step on a road that may lead you to our 20th National Pageant. At the national level, ten days of exciting events will set the stage for the pageant itself which will be presented to an audience of thousands, and televised widely across America.

Please join with us in our celebration. You'll have a good time. You'll make many new friends, help support the local sponsor, and champion the family values that our nation is working so hard to rediscover. Entering is easy. Simply fill out the attached Contestant profile, enclose the entry fee indicated, and mail them to our offices. At the pageant you'll be asked to show us positive proof of age. That's all there is to it.

Please enclose a current photo, and feel free to use additional sheets as necessary

**Contestant Profile**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

Place of Birth: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Husband's Name: \_\_\_\_\_ No. of Children: \_\_\_\_\_

No. of Grand-children: \_\_\_\_\_ No. of Grt-Grnd-children: \_\_\_\_\_

Major Achievements: \_\_\_\_\_

Interests, Hobbies, & Affiliations: \_\_\_\_\_

Awards, Citations, & Distinctions Earned: \_\_\_\_\_

Major events and interesting highlights of your life: \_\_\_\_\_

Please use the space below to include other information that you feel will help us understand what makes you a special person. \_\_\_\_\_



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