



MISS WISCONSIN EMBRACES REALITY TV ELEMENT FOR 2010 PAGEANT

Oshkosh, Wis., MAY 14, 2010 — Organizers of the 2010 Miss Wisconsin organization are injecting an element of "reality TV" into the competition that, for the first time, will be webcast LIVE during all three competition nights, June 17– 19, 2010. The annual scholarship competition takes place at the Alberta Kimball Auditorium in Oshkosh each night beginning at 7:30 p.m. There are 22 young women from across the state vying for the title of Miss Wisconsin 2010, more than \$500,000 in in-kind and cash scholarships and the chance to represent Wisconsin at the 2011 Miss America Pageant.

This year, in addition to the LIVE webcast, the pageant is starting an Internet Vote with the highest vote-getter becoming the 11th semi-finalist during the final competition Saturday night. Instead of naming the traditional "Top 10" finalists — the 10 contestants who received the highest judges' scores during the preliminary competitions — the pageant will name a "Top 11." The 11th finalist will be the contestant who received the highest number of internet votes but was not already in the "Top 10" from the judges' preliminary scores. No one - not even the judges - will know which finalist is the "people's choice" until AFTER all balloting is completed on Saturday night. A special scholarship will be designated to the "people's choice" contestant.

Beginning May 15, you can visit the Miss Wisconsin Pageant website, www.misswisconsin.com. Click on the link that directs you to a voting site that is managed by a secure, independent server. Voting will begin on May 15 at a cost of \$0.99 per vote. Proceeds will go to the Miss Wisconsin Scholarship Fund. Payment will be accepted by credit or debit cards via PayPal.

"Our goal is to give families and friends of the local titleholders an extra opportunity to help their favorite contestant get into the finals and possibly win," said Jeanne Schmal, Miss Wisconsin Co-Executive Director. "With the growing popularity of social media sites, we're making the pageant more contemporary and want to give the Miss Wisconsin contestants as much publicity as possible."

The final night of competition begins at 7:30 PM Saturday, June 19. Kirstina Smaby, Miss Wisconsin 2009 will be on hand to crown her successor. Miss America 2008, Kirsten Haglund, will serve as Mistress of Ceremonies.

About The Miss Wisconsin Pageant

Founded in 1924, the Miss Wisconsin Pageant program is a preliminary for The Miss America Organization, one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in cash and scholarship assistance. Almost all contestants have either received, or are in the process of earning either college or postgraduate degrees, and utilize Miss America scholarship grants to further their educations. Visit www.misswisconsin.com for more information.

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