



## THE CW NETWORK ENTERS EXCLUSIVE MULTI-YEAR AGREEMENT TO AIR MISS USA AND MISS TEEN USA PAGEANTS

*The 73<sup>rd</sup> Miss USA Pageant to Air Live on The CW Sunday, August 4*

*Miss Teen USA to Air Thursday, August 1*

**April 25, 2024 (Burbank, CA)** – The CW Network today announced it has entered an exclusive multi-year broadcast partnership with the Miss USA Pageant and the Miss Teen USA Pageant. **THE 73<sup>rd</sup> MISS USA PAGEANT** will air live on Sunday, August 4 (8:00-10:00pm ET). Additionally, the companion pageant, **MISS TEEN USA**, will air live on Thursday, August 1 (8:00-10:00pm ET).

Last year's broadcast of the **MISS USA PAGEANT** on The CW ranked as the network's #1 new special of the year and delivered the pageant's strongest performance of the last three years on television. The final moments of the show including the crowning of Miss Utah, Noelia Voigt, as Miss USA, saw viewership peak at over 1.1 million total viewers, according to Nielsen.

"We are honored to continue our partnership with the Miss USA and Miss Teen USA Organization to broadcast these two quality competitions that resonate with legions of fans across the country," said Heather Olander, Head of Unscripted Programming, The CW Network. "We look forward to continuing the storied tradition of these pageants, refreshed with a modern sensibility, on The CW for the next three years."

"The Miss USA and Miss Teen USA Organization is thrilled to partner with The CW Network to bring Miss USA and now the Miss Teen USA to audiences and viewers across the nation," said Laylah Rose, President and CEO of the Organization. "The Miss USA and Miss Teen USA Pageants have captivated audiences for decades with their unwavering commitment to making a positive impact in their communities. Through our exciting partnership with The CW, a blend of nostalgia and innovation, we are excited to showcase this prestigious competition and remain a beloved staple in family homes everywhere."

This marks Miss USA's first contest under new rules aimed at modernizing the pageant to better reflect the goals of today's women, breaking away from regulations established more than 70 years ago. Importantly, this year is the first time any adult woman can compete in Miss USA, regardless of age, marital status, or parental status.

Both highly anticipated events will take place in Los Angeles. The hosts, judges, and exact venues will be announced at a later date. The pageants will bring together titleholders from each state as they compete to win the prestigious title of Miss USA 2024 and Miss Teen USA 2024. Miss USA 2023 Noelia Voigt of Utah and Miss Teen USA 2023 UmaSofia Srivastava of New Jersey will be in attendance to pass the crown to their successors. The new Miss USA titleholder will go on to represent the United States at the Miss Universe 2024 competition at the end of this year.

**THE 73<sup>rd</sup> MISS USA PAGEANT** is executive produced by Renato Basile. Laylah Rose serves as President and CEO of Miss USA/Miss Teen USA and Megan Micale is Chief Operating Officer.

### **About The CW Network**

The CW is America's fifth major broadcast network and reaches 100% of US television households. The CW delivers 15 hours of primetime entertainment programming per week in addition to over 300 hours of sports per year as the broadcast home to LIV Golf, ACC football and basketball games, "Inside the NFL," and WWE NXT and NASCAR Xfinity Series beginning in Fall 2024. The fully ad-supported CW App, with more than 100 million downloads to date, is available for free to consumers on all major platforms and is home to the latest episodes and seasons of The CW's primetime programming, live streaming of LIV Golf tournaments and a library of entertaining film and television content for on-demand viewing. The CW is 75%-owned by Nexstar Media Group, Inc. (NASDAQ: NXST), a leading diversified media company and largest CW affiliate group. For more information about The CW, please visit [www.cwtv.com](http://www.cwtv.com).

### **About Miss USA and Miss Teen USA Organization**

Miss USA and Miss Teen USA Organization is led by President and CEO Laylah Rose. Miss USA is an American beauty pageant that has been held annually since 1952 to select the woman who will represent the United States at the Miss Universe pageant. For over 70 years, Miss USA has been a staple in the pageant industry, providing women with the platform to showcase their talents, intelligence, and leadership skills. The Organization believes in the power of women to make a difference in the world, and Miss USA is proud to have crowned some of the most successful and influential women in the world. The Miss USA pageant is not just about outer beauty; it celebrates the inner beauty and intelligence of each contestant. Each contestant comes from diverse backgrounds and has varied interests, but they all share the same goal of empowering and inspiring women across the world. The Organization believes that every woman has the potential to achieve great things, and is committed to providing them with the resources and opportunities to do so. Visit the [Miss USA website](#) and [Miss Teen USA](#) for more information.

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