

Mission Statement

The mission of the U.S. United Pageant is to promote health, fitness and inner beauty among women and children of all ethnic groups while producing positive role models for the community; to develop women that will promote self-confidence, self-worth, moral, academic and social support for our youth; and to publicly recognize women who have obtained personal, professional and community achievements.

Brief History of Pageant

The U.S. United Pageant was established in 2003 under the leadership of Marchia Mickens. The pageant was established in order to promote academic achievement, talent, fitness and inner beauty among women and children of all shapes, sizes, backgrounds and ethnic origin. Children and women, from across the United States, compete in a live on stage pageant production for cash, gifts, and prizes and the ultimate division titles. They are judged on personality, poise, talent, and oral and written communication skills. There is no swimsuit competition. The ladies are involved in a training program to help prepare them for the pageant production. We focus on the individual beauty of each contestant, as well as their individual achievements, community involvement and personal strengths. Other awards in which they are eligible for include: The U.S. United Scholar Award, Community Service Award, People's Choice Award, and Talent Award.

The U.S. United Pageant has 7 age divisions:.

- Junior Teen Miss U.S. United (ages 12 – 14)
- Teen Miss U.S. United (ages 15 – 17)
- Miss U.S. United (18 - 29)
- Ms. U.S. United (ages 30 - 45)
- Mrs. U.S. United (ages 21 and older)
- Elegant Ms. U.S. United (ages 18 and older-dress size 14 and above) ; and
- Elite Ms. U.S. United (ages 46 and older)

The U.S. United Pageant's platform is Breast Cancer Awareness. A portion of the proceeds from the Pageant will be donated to the Atlanta 2-Day Walk which is sponsored by "It's The Journey", Inc, This Organization assists other breast cancer organizations throughout the Atlanta metropolitan area. The platform deals with the early detection of breast cancer. After a scare with the possibility of having breast cancer, the Director became consciously aware of how important it was for women over the age of 40 to get a yearly mammogram. While she was blessed with not having the disease, she has discovered that there are so many women who neglect getting a yearly mammogram. Some are afraid of the possibility that they may have breast cancer while others say they just haven't taken the time to get checked. Yet still, there is a group of women who cannot afford to get a mammogram. She finds this very disheartening due to the fact that with early detection and treatment, a woman does not have to become a statistic. Research shows that many women in low-income areas do not have access to the test. Ms. Mickens uses her story as a means to encourage women to get a yearly mammogram.

In 2007, the U.S. United Pageant secured a national print ad sponsor. Under the leadership of Mr. Willie Stewart, CEO and Publisher of Trendsetters To Trendsetters Magazine, the Pageant will now be able to advertise nationally through this magazine. The Magazine has agreed to run recruitment and publicity ads for the Pageant.

In 2008, the U.S. United Pageant System created the Princess Pageant Program. This pageant is for girls ages 4 – 10. The program is designed to give young girls a look at the positive side of pageantry. Each princess is presented on stage during the U.S. United Pageant and is crowned U.S. United Princess. Each is also awarded a national prize package and with her title, able to make appearances throughout the United States. During pageant weekend, each princess will be assigned an adult contestant who will be her big sister for the weekend. The Princess Program will also help in raising self-esteem among young girls because all of the princesses will be crowned as a winner.

Additional information may be obtained at www.usunitedpageant.com