

# AMERICAN WOMEN 2024 MEDIA KIT



# ABOUT AMERICAN WOMEN PAGEANTS

American Women Pageants (which includes American Women of Service AWOS, Young American Women of Service YAWOS, International Women of Service IWOS, and Young International Women of Service YIWOS), an award-winning organization, is a community service-based pageant founded on the following goals:

- (1) To empower females of all ages across the country to become the best version of themselves possible.
- (2) To encourage those who serve in their communities to share that love with others around them and inspire others to do the same.
- (3) To create a positive, encouraging, inclusive, empowering sisterhood of beautiful women interested in motivating others through community involvement and community service.
- (4) Lastly, promote and foster social awareness education at all ages and in all areas of life. Start your journey at [AmericanWomenPageants.org](http://AmericanWomenPageants.org).

## Press Contacts

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<https://www.facebook.com/CrossroadsSaco>  
<https://www.facebook.com/RaisingCainPodcast>

Hashtags  
#CrownOfService #AWOS2022 #AWOSserves #YAWOSserves #YAWOS #AWOS #AWP #YAWP  
#SisterhoodOfService #CrownCARES #AmericanWomenPageants

## International Platform – Crown CARES

Crown CARES – Creating a Respectful Environment in Society – is rooted in the program's core values of Kindness, Respect, Inclusion, Love, Care, Courage, and Friendship, and the directive to utilize these traits in daily life. As the national platform of American Women of Service, participants are encouraged to embrace and express this platform in their unique ways within their communities.

*American Women Pageants*  
*[AmericanWomenPageants.org](http://AmericanWomenPageants.org)*

## ABOUT CROSSROADS, our Parent Company

Crossroads Youth Center is a 501c3 youth organization. Our programs, including AWOS, are organized and operated exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986 as outlined in the Articles of Incorporation. Crossroads fosters positive character education and empowers youth to value and participate in their communities as volunteers and leaders. Over the past several years, CYC has expanded its many programs internationally, reaching the US, Canada, and the Caribbean Islands, teaching tolerance, resilience, kindness, and respect in our schools, community, and the world.

## MISSION STATEMENT

Crossroads' mission is to assist, advocate, and educate youth to become positive, resilient, and contributing members of society by providing a safe environment that empowers higher education, healthy living, fosters social responsibility and community involvement.

## GOALS

Crossroads' goal is to provide a healthy and nurturing organization to support the physical, social, and mental growth and development of children, youth, teens, and families. Crossroads teaches tolerance through volunteering, character education, and positive social behaviors. We believe that when we come together as a unified group, we create a better world preparing every child for a lifetime of resiliency, volunteerism, and leadership.

Crossroads defines these competencies through:

- Social awareness education and the 40 Developmental Assets ®
- Providing College Scholarships as an award for civic engagement and volunteerism
- Providing youth with the foundation of the 5 America's Promises of healthy starts,
  - Physical and psychological health program that provides education on healthy choices, eating, and mental health.
  - Encouraging service-learning and discovery
  - Youth-led volunteering, mentoring, and leadership programs
  - Supporting adults to raise resilient children



# ABOUT THE EXECUTIVE DIRECTORS



American Women of Service Founder and Executive Director Jasmine DeRier has been involved in pageantry for more than 20 years in various capacities as a contestant, director, judge, auditor, and pageant mom. The Maine Academic Service Pageant awarded her the Director of the Year in 2013. Jasmine created the American Women of Service program in 2015 to promote community involvement, positive self-image, and strong self-esteem for women across the country.



Deb Landry is the CEO, Executive Director, and co-founder of Crossroads. She oversees, develops, and manages seminars, fundraisers, project and program development, management, communications, marketing, and contracting, and serves as the Executive Director of Crossroads. Landry is a best-selling, award-winning author and co-host of the Raising Cain Podcast. She serves on the Governor's Task Force for Safe Schools in Maine and has been instrumental in supporting and working for school bullying prevention laws for the past 18 years. Deb has received multiple awards for her service to the Maine community.

## WHY ARE AWOS PROGRAMS RELEVANT

Set aside all pop culture-inspired stereotypes about pageantry. American Women of Service is a welcoming experience for women of all ages and backgrounds to join together, united by a common commitment to community and personal growth. The crowns are eclipsed by the goodwill fostered by the American Women of Service delegates, titleholders, and program staff. It is truly a sisterhood of service.

- ✓ This fast-growing program has been recognized in the industry as one of the top ten pageants in the country for married women, state pageants, and their generous prize package.
- ✓ Participants are acknowledged for their volunteer hours and community commitments.
- ✓ The international pageant weekend includes a contestant community service activity benefiting a local non-profit organization such as Ronald McDonald House.

## THE TOP SIX GOALS OF AMERICAN WOMEN

- ✓ (WOMEN) Cultivate an accepting, inclusive and respectful atmosphere for women and young ladies in all stages of life to feel a sense of belonging, safety, and confidence.
- ✓ (SERVICE) Emphasize the ability and need to serve the community through our day-to-day lives
- ✓ (EMPOWERMENT) Create a sisterhood of women to empower one another
- ✓ (RESPECT) To spread the message of Crown CARES in a way that is relevant and received by all, young and old alike.
- ✓ (MENTORSHIP & ROLE MODEL) Mentor future generations in the same ways, and serve as role models to the younger participants to build resiliency.
- ✓ (LEADERSHIP) Demonstrate leadership in our personal and professional lives and raise funds to provide scholarships for young women to attend and graduate from college affordably.

# COMPETITORS DIVISION

14 prestigious International Titles are awarded annually:

## YAWOS

Little Princess Ages 2-3

Young Princess- Ages 4-6

Princess- Ages 7-9

Preteen- Ages 10-12

Young Teen- Ages 13-15

Teen- Ages 16-19

Miss - Ages 20-25 never married and without children

Young International Women of Service - Ages 2-25, eligible in YAWOS divisions Young American Women Pageants

## AWOS

Sweetheart - Ages 19-30 (married, children, divorced)

Ms. - Ages 31-40

Mrs. -Age 18+, Married

Elite - Ages 41-50

Classic - Ages 51-60

Senior-Ages 61 up

Ambassador - Age 21+, eligible in AWOS divisions of American Women Pageants International Women of Service

## Areas of Competition

Personal Interview - 40%

Out on the Town Fashion or Fun Fashion - 20%

Evening Gown and On-Stage Question - 30%

Optional Competition - 10% (Optional competitions include Photogenic, Role Model, Personal Platform Presentation, Writing, Non-performance Talent, etc.)



*American Women of Service International Pageant  
Maine Women of Service Pageants and  
West Virginia, Women of Service Pageants  
Have been honored with top ten directors, prize packages,  
and state pageants since 2016*

# ENDORSEMENTS

*"American Women of Service has allowed me to be true to myself and increase my self-love and confidence. It motivated me to start my beauty and wellness day business, the courage to give several presentations on various platforms and media appearances and has completely transformed my perspective of the world. I always wanted a sister, and now I have hundreds!"*

*~ Christie Borelli-Gromaski, National Ambassador American Women 2018  
Elite Massachusetts American Woman of Service 2018*

*"American Women of Service has been a huge part of my life. It is a true sisterhood of wonderful women from all over the country who form lifelong bonds that extend far beyond the actual pageant. We all have the same goal - serving others and empowering one another. Our director is passionate about the mission and those who participate. She goes above and beyond to treat each lady with love and respect."*

*~ Jackie Breault, National Mrs. American Woman of Service 2018  
Mrs. Pennsylvania American Woman of Service 2018*

*"I am so honored to serve as the National Elite American Woman of Service. The national platform of Crown CARES - Creating a Respectful Environment in Society - was what sealed the deal for me to choose to participate in this program. What I've gained along the way has profoundly changed my life, and I have taken that positive energy and given it back through my outreach work. I am so grateful to be doing the work I have always been meant to do but didn't see what I could do until now. Pageantry, and American Women of Service, gave that sparkle back to me."*

*~ Darcy Castro, National Elite American Woman of Service 2019,  
Elite Connecticut American Woman of Service 2019*

*"I have been with American Women of Service since their first year, and it has been an amazing experience. The director is a wonderful role model and mentor. As a Lifetime Ambassador, I can take part in American Women of Service events and plan to be a lifelong participant."*

*~ Olivia Jones-Hein, National Ms. American Woman of Service 2018  
Ms. North Carolina American Woman of Service 2018*

*"Through this sisterhood, I have an entirely new light shined on my life. The love and acceptance diminish the negative stereotype of pageantry. It goes to show strong, capable, and diverse women can come together to form strong bonds while bringing a positive impact to their communities."*

*~ Leticia Lambert, Elite West Virginia American Woman of Service 2018, 2019  
Tri-State Ambassador American Women of Service 2020  
2021 Top Ten Best State Pageants in the US*

*"American Women of Service has been one of the best experiences of my life. It has greatly impacted my volunteerism, allowing me to involve my family along the way. I have built lifelong friendships with women that are now like sisters to me, which is why most women refer to pageantry as a sisterhood."*

*~ Jessica Mohn, National Sweetheart American Woman of Service 2019  
Mrs. Pennsylvania American Woman of Service 2019*

*"There is a reason why women continue to return to American Women of Service. The program inspires you to be your best self, promotes personal growth, and highlights the community service in our communities. I've met several inspiring women who challenge me to be my best self, and we share in each other's accomplishments. The support continues throughout the year, transcending pageant weekend. We are a true community."*

*~ Claire Murdough, Elite New England American Woman of Service 2019,  
Elite New Hampshire American Woman of Service 2020*