

MISS * CALIFORNIA USA® MISS * CALIFORNIA TEEN USA®

State Pageant for Miss USA® & Miss Teen USA®,
Independently Produced by Crown Diva Productions under The MISS Brand Corp., d/b/a The Miss USA Organization

MISS CALIFORNIA USA® PAGEANT ANNOUNCES NEW EXECUTIVE DIRECTOR

SANTA MONICA, CA – OCTOBER 1, 2021 – The MISS CALIFORNIA USA® and MISS CALIFORNIA TEEN USA® pageants announce new Executive Director Kristen Bradford, owner of Crown Diva Productions.

Miss California USA and Miss California Teen USA pageants are excited to bring back the glamour of Hollywood and restore the spirit of pageantry to one of the most decorated states in the Miss USA system. An event planner to the stars, Kristen Bradford is thrilled to produce a hybrid blend of pageantry and entertainment that perfectly aligns with the Miss USA organization's vision of #PageantryReimagined

"We will feature the aspects of pageantry that will help translate to a future career in the entertainment industry. We are the home of Hollywood and we want that to be recognizable on and off stage with all of our contestants and titleholders. Our brand of pageant includes returning the ideals and traditions that have made Miss California USA the premier pageant program for 70 years, yet relatable and suitable for today's young women."

Ms. Bradford brings over 20 years of experience with the Miss Universe Organization as a contestant, preliminary director, recruiter, and sponsor to produce a pageant program offering opportunities for young women between the ages of 14-28 for self-development, personal growth, and encouragement on setting attainable goals throughout life and on their journey to the crown. Kristen has prepared contestants all over the country for state, national, and international pageants. She is ecstatic to be the new Executive Director for the Miss California USA and Miss California Teen USA pageants, and ready to return the Miss USA and Miss Teen USA title back to the Golden State.

The search is on for the next Miss California USA and Miss California Teen USA 2022. The state titleholders will travel throughout California making appearances and ultimately compete for the title of MISS USA® and MISS TEEN USA®. During their reign, the representatives are given the resources and tools for both personal and professional enrichment. Their work with the organization's valued professionals, will help cultivate personal career goals, humanitarian fellowship, and offer a constructive voice to affect positive change in our communities, across the state, and beyond. Applicants interested in representing your hometown in California can apply online at MissCaliforniaUSA.com. Potential contestants must be at least 14 years of age and under 28 years of age by January 1, 2022.

About Crown Diva Productions:

Kristen Bradford opened Crown Diva Boutique & Pageant Academy ten years ago in sunny Santa Monica. It was the first one stop pageant shop on the West Coast known for coaching and dressing winners. Now, Crown Diva Productions is the premiere full service pageant planning production company in California.

Press Contact

Romeo Escobar - raeproductionsco@gmail.com

For further information about Crown Diva Productions, MISS CALIFORNIA USA®, or MISS CALIFORNIA TEEN USA®, please visit www.MissCaliforniaUSA.com and follow us on Instagram at @MissCaUSA and @MissCATEenUSA