

MISS CALIFORNIA USA CROWNED MISS USA 2011 DURING LIVE NBC TELECAST

Las Vegas, NV – June 19, 2011 – This evening, during one of the year’s most watched live television events, a star-studded panel of judges chose Miss California USA, Alyssa Campanella, as **Miss USA 2011**. Bravo’s “Watch What Happens: Live” host and executive producer Andy Cohen and “E! News” co-anchor Giuliana Rancic hosted the 60th Annual MISS USA® Pageant from **Planet Hollywood Resort & Casino** in one of the world’s most electrifying cities, **Las Vegas**. Kelly Osbourne of E!’s “Fashion Police” and Susan Castillo, Miss USA 2003, were also on hand providing skybox color commentary throughout the LIVE telecast.

Alyssa Campanella is a 21 year-old model from Sherman Oaks, California. After graduating a year early from high school, Campanella moved out on her own at age 17 to conquer the world. She enjoys collecting old history books and is passionate about space exploration.

The judging panel for the 2011 MISS USA® Pageant included: **Tyson Chandler**, Center for Dallas Mavericks and 2011 NBA Champion; **Rocco DiSpirito**, Celebrity chef; **Mariel Hemingway**, Oscar-nominated American actress and writer; **Penn Jillette**, the larger, louder half of comedy magic duo Penn & Teller; **Lil Jon**, American rapper, music producer, and “Celebrity Apprentice” finalist; **Caroline Manzo**, from Bravo’s hit series “The Real Housewives of New Jersey”; **Suzi Weiss-Fischmann**, Co-Founder of OPI Products; **Zuleyka Rivera**, Miss Universe 2006; and Football Legend, **Marcus Allen**.

British Rapper **Tinie Tempah** performed his new song, “Written in the Stars” alongside featured artist **Eric Turner** during the evening gown portion of the competition.

Throughout the two-hour event, the contestants competed in three categories: swimsuit, evening gown and interview. **Rima Fakhri**, MISS USA 2010, crowned her successor at the conclusion of the telecast, before an estimated worldwide viewing audience of more than 250 million.



Final Results:

First Runner Up: Miss Tennessee USA, Ashley Durham, will assume the duties of MISS USA 2011 if the titleholder is named MISS UNIVERSE 2011 or if for some reason MISS USA cannot fulfill her duties.

Second Runner Up: Miss Alabama USA, Madeline Grace Mitchell

Rest of Top Four: Miss Texas USA, Ana Christina Rodriguez

Rest of Top Eight: Miss Maine USA, Ashley-Lynn Marble
Miss South Carolina USA, Courtney Turner
Miss Hawaii USA, Angela Byrd
Miss Maryland USA, Allyn Rose

Rest of Top Sixteen: Miss Georgia USA, Kaylin Reque
Miss Arizona USA, Brittany Dawn Brannon
Miss Utah USA, Jamie Lynn Crandall
Miss Indiana USA, Jillian Wunderlich
Miss South Carolina USA, Courtney Turner
Miss Florida USA, Lissette Garcia
Miss Missouri USA, Hope Driskill
Miss New Mexico USA, Brittany Toll

MISS PHOTOGENIC USA™ Award: Miss Arizona USA, Brittany Brannon. The general public voted on www.nbc.com for the delegate who exemplifies beauty through the lens of a camera. She was awarded a \$1,000 cash prize as well as a pair of Asteria earrings from **Diamond Nexus Labs**.

MISS CONGENIALITY USA™ Award: Miss Kentucky USA, Kia Hampton. The award reflects the respect and admiration of the contestant's peers, who voted for her as the most congenial, charismatic and inspirational participant. She was awarded a \$1,000 cash prize as well as a pair of Asteria earrings from **Diamond Nexus Labs**.

The MISS USA® 2011 prize package includes: a custom diamond tiara and jewelry designed by **Diamond Nexus Labs**; a one year scholarship (including housing) from the **New York Film Academy**; a year's worth of hair care products and tools from **Farouk Systems**; an assortment of high fashion bracelets made in Rwanda by women of the **Same Sky Trade Initiative**; an eveningwear wardrobe by **Sherri Hill**; a swimwear wardrobe by **Kandy Wrappers**; a shoe wardrobe from **Chinese Laundry**; a year's supply of nail care products from **OPI Products, Inc.**; a year's worth of sun care products from

Australian Gold; luxury accommodations in a New York City apartment for the duration of her reign, including living expenses; a year-long salary as Miss USA; personal services including membership to **Gravity Fitness** and hair services from **John Barrett Salon**; a year's worth of cosmetics from **Rain Cosmetics**; modeling portfolio by leading fashion photographer **Fadil Berisha**; dermatology and skincare services provided by **Dr. Cheryl Thellman-Karcher**; professional health and nutrition consultation by **Tanya Zuckerbrot, MS, RD** and dental services by **Dr. Jan Linhart, D.D.S.**; casting opportunities and professional representation by the **Miss Universe Organization**; extensive travel opportunities representing sponsors and charitable partners; access to various New York City events including movie premiers and screenings, Broadway shows and launch parties; year long consultation with Miss Universe Organization's Official Fashion Consultant, **Alisha Crutchfield** and access to a personal appearance wardrobe; professional media/public relations training and representation by **Rubenstein Public Relations** in New York City and the opportunity to represent the USA at the 2011 Miss Universe pageant this September in São Paulo, Brazil.

ABOUT THE MISS USA®PAGEANT

The Miss Universe Organization, a Donald J. Trump and NBC Universal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. As part of the Miss Universe Organization, Miss USA is dedicated to partnering with charities around the world, and to increasing awareness of breast and ovarian cancers.

For more information, visit: www.missusa.com.

#

Follow Miss USA®:

- Facebook: www.facebook.com/OfficialMissUSA
- YouTube: www.youtube.com/OfficialMissUSA
- Twitter: TheRealMissUSA
- Blogs: www.missusa.com/blogs/index

PRESS CONTACTS:

The Miss Universe Organization

Brenda Mendoza

BMendoza@missuniverse.com

(347) 247-8568

(212) 373-4983

Dara Busch

dbusch@rubensteinpr.com

(212) 843-8079

(908)-672-3378 Cell