

Here She Is ... Virginia's Own Miss America 2010!

Las Vegas, NV - January 30, 2010 - Miss Virginia Caressa Cameron from Fredericksburg, VA, was crowned Miss America 2010 at the Planet Hollywood Resort & Casino in Las Vegas. The final night of the Miss America Pageant was broadcast live from Las Vegas on TLC and hosted by Mario Lopez and TLCs Clinton Kelly.

Caressa's triumphant walk across the stage was just the beginning of a journey that will take her to every corner of the country during her year of service as Miss America 2010. She will travel approximately 20,000 miles each month speaking to audiences about her personal platform of "Real Talk: Aids in America," and acting as the official National Goodwill Ambassador for Children's Miracle Network. Children's Miracle Network, a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals, is the national platform partner of the Miss America Organization.



As Miss America 2010, Caressa will have her entire wardrobe provided by Joseph Ribkoff International Clothing and shoe wardrobe provided by DSW Warehouse. She will also be provided with skincare and cosmetics by Artistry Cosmetics exclusively from Amway Global. In addition, Caressa will help support the Miss America Organization's efforts to go green by being the official spokesperson for Natures Bottles.

Caressa is a student at Virginia Commonwealth University with a major in Broadcast Communications. Her scholastic ambition is to obtain a masters degree in Mass Communications, ultimately hoping to become a television news anchor. Along with the title of Miss America 2010, Caressa won a \$50,000 scholarship, sponsored by Amway Global, to continue her education. For the talent portion of the competition, Caressa sang "Listen," from the movie, *Dreamgirls*.

As the world's largest provider of scholarship assistance for young women and one of the nation's leading achievement programs, the Miss America Organization last year made available more than \$45 million in cash and scholarship assistance. The Miss America Organization provides young women with a vehicle to further their personal and professional goals and instills a spirit of community service through a variety of nationwide community-based programs.

Cameron is the third Miss Virginia to win the national title. Kylene Barker was the first Miss Virginia to win in 1979. Nicole Johnson captured the crown twenty years later in 1999.

Additional information about the Miss America Organization can be found at www.MissAmerica.org
Information about the Miss Virginia Scholarship Program is available at www.missva.com.