

Why a National Platform?

In 1989, the Miss America Organization founded the platform concept, which requires each contestant to choose an issue about which she cares deeply and that is of relevance to our society. Once chosen, Miss America and the state titleholders use their stature to address community-service organizations, business and civic leaders, the media and others about their platform issues. This legacy will continue.

Now, in addition to her personal platform, Miss America will also be a goodwill ambassador for Children's Miracle Network. This new national platform will provide the Miss America Organization the opportunity to not only raise funds for Children's Miracle Network, but also to raise additional funds for the Miss America Scholarship Foundation, thus maximizing exposure, awareness and impact for both organizations.

What is Children's Miracle Network?

Children's Miracle Network is a non-profit organization dedicated to helping kids by raising funds for 170 children's hospitals across North America. The 170 hospitals affiliated with Children's Miracle Network help 17 million children each year – kids with cancer, birth defects, pediatric AIDS, accident trauma and every affliction imaginable. These children's hospitals are there 24 hours a day to provide state-of-the-art care, cutting edge research and community outreach programs that benefit children in every state in the U.S.

What does this mean for Contestants?

Service, one of the four points of the crown, has always been important to contestants striving for the opportunity to be Miss America. To build on this, contestants will now be expected to **raise a minimum of \$100** to support Children's Miracle Network and the Miss America Scholarship Fund. This is not an entrance fee, but rather a new service requirement to participate in Miss America sponsored pageants.

Children's Miracle Network Monetary Requirement information:

Download ([http://www.missamerica.org/uploads/CMN MAO Guide.pdf](http://www.missamerica.org/uploads/CMN_MAO_Guide.pdf))

Register online at: www.missamerica4kids.org

We will check your account on Thursday, July 23, 2009 to make sure you have the necessary amount.