

## **MEDIA ALERT (NEW PREMIERE DATE)**

### **AN ORDINARY DAY AT THE MALL TURNS INTO AN EXPERIENCE OF A LIFETIME AS THE STYLE NETWORK KICKS OFF SEASON THREE OF “*INSTANT BEAUTY PAGEANT*”**

“Instant Beauty Pageant”

Saturday, August 30

9:00 PM ET/PT

The Style Network

It’s a fun, fashion frenzy, as the world of traditional beauty pageants is turned upside down in a new season of the Emmy® -nominated TV series “Instant Beauty Pageant” premiering on Saturday, August 30 at 9PM et/pt, only on Style.

Soap star Cameron Mathison (“All My Children”) and E! Entertainment Television’s Debbie Matenopoulos (“The Daily 10”) return as co-hosts who ambush five female shoppers and convince them to participate in a beauty pageant – on the spot!

In each one-hour episode, the contenders cross the starting line with only three hours and \$400 to prepare for the competition, from finding an evening gown, props for the talent portion and swim wear for the daunting swimsuit competition. During this time, “Instant Beauty Pageant” sets up in the middle of the mall and a group of judges is selected from a live audience.

Each contestant will be judged in four categories including swimwear, eveningwear, talent and overall presentation. After the woman strut their stuff and the judge’s votes are tallied, the top beauty queen will be crowned “Ms. Instant Beauty.” Along with bragging rights, the winner receives a jewel encrusted crown and fabulous vacation package.

On the season opener, Cameron and Debbie recruit an eclectic mix of females who ditch their window shopping for a chance to compete for the Instant Beauty crown. From a feisty Greek goddess and a sarcastic red head who comes out guns blazing, to a gorgeous cheerleader and a jilted young fiancé whose nerves are on edge, drama ensues as each girl faces the challenge for the beauty queen title.

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