

MISS * UNIVERSE®

CONFIDENTLY BEAUTIFUL

HISTORICAL HIGHLIGHTS

- 1952:** Catalina Swimwear creates and sponsors the first MISS UNIVERSE and MISS USA pageants as concurrent events in Long Beach, CA.
- 1956:** Contestants were allowed to be married until this year.
- 1960:** The MISS UNIVERSE and MISS USA Pageants move to Miami Beach, FL and both events make their television debut on CBS.
- 1965:** The MISS UNIVERSE and MISS USA Pageants become separate live television specials.
- 1972:** Both pageants begin to telecast from exotic locations around the world.
- 1973:** Philippines First Lady Imelda Marcos calls in the military to seed monsoon clouds in an effort to seed monsoon clouds to diffuse a storm that threatens to cancel the MISS UNIVERSE pageant.
- 1977:** Janelle Commisiong (Miss Universe Trinidad/ Tobago) is the first black woman to win the Miss Universe title.
- 1983:** The MISS TEEN USA Pageant makes its debut in Lakeland, FL and is the premier event for teenage women.
- 1985:** Laura Martinez Herring is the first Hispanic Miss USA. Texas starts and unbeatable five-year monopoly winning the Miss USA title.
- 1990:** The first time Russia sends Miss USSR to compete in the MISS UNIVERSE Pageant.
- 1996:** MUO is purchased by Donald Trump and CBS.

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- 1997:** The partnership officially becomes “Miss Universe, L. P., LLLP.”
- 2001:** The MISS UNIVERSE and MISS USA Pageants celebrate their 50th Anniversaries.
- 2002:** MUO enters into a partnership with The National Broadcasting Company, Inc. (NBC)
- 2002:** For the first time in 52-year history, runner up Christine Pasek, Miss Universe Panama, is crowned Miss Universe, succeeding Oxana Fedrova, Miss Russia.
- 2003:** Miss Universe Amelia Vega becomes an official CoverGirl spokeswoman.
- 2006:** The Miss Universe Organization publishes its first book, *Universal Beauty: The Miss Universe Guide to Beauty*.
- 2006:** Tara Conner, Miss USA, is given a “second chance” by Donald Trump and sent to Caron Treatment Center to address her addiction.
- 2007:** Riyo Mori becomes the first Miss Japan to be crowned Miss Universe in over 48 years.
- 2009:** Miss Venezuela is crowned Miss Universe for the second consecutive year, marking the first time a country has won back-to-back crowns.
- 2010:** Miss Mexico Ximena Navarrate wins the MISS UNIVERSE Pageant, making her the second Mexican beauty queen to be crowned Miss Universe.
- 2011:** Leila Lopes is the first titleholder from Angola to win the MISS UNIVERSE Pageant.

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- 2012:** The MISS TEEN USA Pageant celebrates its 30th anniversary at Atlantis Paradise Island Resort in Nassau, Bahamas.
- 2012:** Olivia Culpo wins the title of Miss Universe, bringing the most coveted crown back to the USA after 15 years.
- 2012:** Donald Trump crowns Nana Meriwether as Miss USA 2012 after Olivia Culpo won the 2012 MISS UNIVERSE Pageant.
- 2013:** Italian swimwear and lingerie brand YAMAMAY kicks off partnership with MUO, unveiling the official MISS UNVIERSE swimsuit collection and YAMAMAY MILLION DOLLAR SWIMSUIT FOR MISS UNIVERSE.
- 2014:** MUO and CHI partner to create the new hair care line Miss Universe Style Illuminate by CHI.
- 2015:** Paulina Vega is the second woman from Colombia to win the title in over 50 years.
- 2015:** WME | IMG purchases The Miss Universe Organization from Donald J. Trump
- 2015:** Emmy Award Winner, Steve Harvey, hosts the 2015 MISS UNIVERSE Competition where he wrongly announced the winner making it one of the biggest live television mistakes in history.
- 2015:** Pia Wurtzbach, representing the Philippines, is mistakenly announced as second-runner-up and was later crowned as Miss Universe 2015.
- 2016:** The Miss Universe Organization announces that Miss Teen USA Competitions will eliminate swimsuits and instead sport athletic wear.