

MISS * UNIVERSE

69TH MISS UNIVERSE COMPETITION® TO AIR LIVE FROM SEMINOLE HARD ROCK HOTEL & CASINO IN HOLLYWOOD, FLORIDA, SUNDAY, MAY 16, AT 8:00 PM ET

NEW YORK, NY (March 3, 2021) – The Miss Universe Organization today announced that the 69th MISS UNIVERSE® competition will air from the Seminole Hard Rock Hotel & Casino Hollywood on Sunday, May 16, 2021. The competition will broadcast LIVE around the world from 8:00 to 11:00 PM ET.

“We have spent months planning and preparing safety precautions to develop this edition of MISS UNIVERSE—one that will be memorable, special and totally innovative,” said Paula M. Shugart, president of the Miss Universe Organization. “I look forward to seeing this work come to fruition and crowning a new Miss Universe in May.”

The three-hour event will feature women representing dozens of countries competing in multiple categories, including personal statement, swimsuit, evening gown and interview, ending with Zozibini Tunzi, who will be the longest-ever reigning Miss Universe, crowning her successor.

“I always knew that my reign as Miss Universe would be unlike any other,” said Tunzi. “While it was nothing like what I had imagined my year to be, this year has opened doors for me I could never have imagined. I am so grateful for the opportunity to connect virtually with people all over the world and elevate the causes I care most about.”

Seminole Hard Rock’s [Safe + Sound protocols](#) follows similar guidelines as enacted successfully during the 2020 MISS USA Competition, produced in Memphis, Tennessee in November. These policies included mask usage, social distancing, quarantining upon arrival and rigorous testing, as well as a working group with others following the same restrictions, in coordination with health officials.

“We are thrilled to partner with The Miss Universe Organization in putting on an innovative event under unique circumstances that will lean heavily on our industry-leading Safe+Sound protocols to prioritize the well-being of all event participants,” said Keith Sheldon, President of Entertainment for Hard Rock International and Seminole Gaming. “While safety will be at the forefront, we also look forward to showcasing the Hard Rock brand and all that our flagship Guitar Hotel property has to offer to audiences around the globe.”

The show will air in over 160 countries and territories across the globe. In the United States, Telemundo will be the exclusive Spanish-language broadcast partner, with English-language plans to be released in the coming weeks.

At this time, a very limited audience is being considered, and more information regarding tickets will be available by the end of March. Additionally, all press opportunities for the competition will be virtual, and press can find more information on these opportunities in April at press.missuniverse.com.

Find MISS UNIVERSE® on [Facebook](#) and [YouTube](#), and follow on [Twitter](#) and [Instagram](#).

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About The Miss Universe Organization

The Miss Universe Organization (MUO) is a global community that empowers women to realize their goals through experiences that build self-confidence and create opportunities for success. MISS UNIVERSE®, MISS USA® and MISS TEEN USA® programs provide the 10,000 women who participate annually an international platform to affect positive change through influential humanitarian and professional efforts. The contestants and titleholders are leaders and role models in their communities, develop personal and professional goals, and inspire others to do the same. The Miss Universe Organization is an IMG company. To learn more, visit www.missuniverse.com.

About NBCUniversal Telemundo Enterprises:

NBCUniversal Telemundo Enterprises is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content to U.S. Hispanics and audiences around the world. This fast-growing multiplatform portfolio is comprised of the Telemundo Network and Station Group, Telemundo Deportes, Telemundo Global Studios, Universo, and a Revenue Strategy & Innovation unit. Telemundo Network features original Spanish-language entertainment, news and sports content reaching 94% of U.S. Hispanic TV households in 210 markets through 30 local stations, 50 affiliates and its national feed. Telemundo also owns WKAQ, a television station that serves viewers in Puerto Rico. TelemundoDeportes is the designated Spanish-language home of two of the world's most popular sporting events: FIFA World Cup™ through 2026 and the Summer Olympic Games through 2032. Telemundo Global Studios is the company's domestic and international scripted production unit including Telemundo Studios, Telemundo International Studios, Telemundo International, Underground Producciones, an internationally renowned production boutique based in Argentina as well as all of the company's co-production partnerships. As the #1 media company reaching Hispanics and millennials online, the Revenue Strategy & Innovation unit distributes original content across multiple platforms, maximizing its exclusive partnerships with properties such as BuzzFeed, Vox, and Snapchat. Through TelemundoInternacional, the largest U.S.-based distributor of Spanish-language content in the world; and Universo, the company reflects the diverse lifestyle, cultural experience and language of its expanding audience. NBCUniversal TelemundoEnterprises is a division of NBCUniversal, a subsidiary of Comcast Corporation.

About Seminole Hard Rock Hotel & Casino Hollywood

Seminole Hard Rock Hotel & Casino Hollywood is the flagship casino resort of Hard Rock International, owned by the Seminole Tribe of Florida. This world-renowned entertainment, gaming and hospitality destination unveiled a \$1.5 billion expansion on Oct. 24, 2019. New offerings include 638 upscale guestrooms in the first-ever Guitar Hotel, 168 luxury guestrooms and unique swim-up suites in the adjacent Oasis Tower at Seminole Hard Rock Hotel & Casino Hollywood, and 465 newly redesigned guestrooms in Hard Rock Hotel for a combined room count of 1,271 throughout the resort. Additional amenities include the lush, "Bora Bora" style lagoon with private cabanas and butler service; a 42,000 square-foot Rock Spa® & Salon; a 13.5-acre recreational water experience for swimming, kayaking and paddleboarding; 19 dining outlets and 20 bars and lounges; an expansive gaming floor with 3,100 slots, 195 table games and a 45-table poker room; 120,000 square feet of premier meeting and convention space including a 38,000 square-foot, carpeted exhibition hall; and The Shoppes at The Guitar Hotel, a 26,000 square-foot retail promenade. The highly anticipated Hard Rock Live entertainment venue with a 7,000-person capacity, will showcase A-list entertainers, comedy acts, Broadway performances, sporting events and live broadcast productions. The integrated resort is

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located on 87 acres of the Hollywood Seminole Reservation along State Road 7 (U.S. Highway 441), and is 10 minutes from Fort Lauderdale/Hollywood International Airport and 30 minutes from downtown Miami and Miami International Airport. For more information, visit us online at www.seminolehardrockhollywood.com, call 800-937-0010 or follow us: Facebook: SeminoleHardRockHollywood, Twitter: @HardRockHolly, Instagram: @HardRockHolly

About Hard Rock's Safe + Sound Protocols

To help keep guests and team members safe and healthy, all Hard Rock Hotel & Casino locations have implemented SAFE + SOUND, a best-in-class program focused on enhanced cleaning practices, social interaction guidelines and workplace protocols. The program, developed by a team of hospitality and gaming experts in collaboration with worldwide health and sanitization specialists, ensures properties pass a rigorous 262-point inspection independently assessed by NSF International. The SAFE + SOUND program implements the highest level of safety, sanitization, and employee training. From the initial welcome at check-in down to each detail inside guest rooms and common areas throughout the property, there is a heightened focus on cleanliness. Additionally, Hard Rock Hotel team members have been trained by Ecolab cleaning experts on proper disinfection procedures. For additional information on Hard Rock's SAFE + SOUND please visit <https://www.hardrockhotels.com/safe-and-sound.aspx>.

About Hard Rock®:

Hard Rock International (HRI) is one of the most globally recognized companies with venues in 69 countries spanning 240 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops®, Live Performance Venues and Cafes. HRI also launched a joint venture named Hard Rock Digital in 2020; an online sportsbook, retail sportsbook and internet gaming platform. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia at more than 86,000 pieces, which are displayed at its locations around the globe. In 2020, Hard Rock International was honored as one of Forbes Magazine's Best Employers for Diversity. In 2019 and 2020, Hard Rock was named Forbes Magazine's Top Employers for Women. Hard Rock destinations are located in international gateway cities, including its two most successful flagship properties in Florida and home to the world's first Guitar Hotel® in South Florida, Global Gaming's 2020 Property of the Year. The brand is owned by HRI parent entity The Seminole Tribe of Florida. For more information on Hard Rock International visit www.hardrock.com or shop.hardrock.com.

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