

“Redefining beauty! This is for every young lady empowered to be her!”

Letter from the Executive Directors

To the Beautiful Contestants

Congratulations! You have been selected to join the Little Miss Essence | Beauty Contest! As you prepare for the experience of your life, please know we are just as excited to work with along your journey. For years to come you will build memories, develop friendships, and grow inside out. Keep in mind, you are now included in the selected few to experience this type of royalty! Welcome to an opportunity of a lifetime!

Preparations

We understand you may be excited and we are overjoyed to have you. We hope you read through this Contestant Handbook thoroughly. A successful contestant best prepares by developing into their best self. Our values are self-understanding, self-determination, self-care, and self-love. These values are emphasized during your entire journey to the crown. The Miss Essence World Elite® participant is a proud title to hold. While the crown is giving to one, all contestants will win with a deeper understanding of their own talents and love for self.

Winners

We view you and your sister contestants as winners! Joining this prestigious beauty contestant will increase your awareness of self and your ability to achieve on all levels of life. We are dedicated to redefining beauty and you are a major link toward our mission.

Looking Ahead

The Miss Essence World Elite’s “Little Miss Essence” will be held in Indianapolis, IN on **November 4, 2022**. Soak up all the information in this Contestant Handbook and return the necessary materials to secure your participation in this prestigious beauty contest! Remember to remain organized! Be on time to scheduled events, submit sponsorships, and meet all deadlines. The MEWE staff is your major support system, ask any questions and feel free to contact us if you need assistance.

AnJoynae Jimpson & Regina Warren

Executive Directors, MEWE

May 10, 2022

