

Junior USA Earth

A movement for fearless young changemakers who defend the Earth—and inspire the world.

Dear Future USA Earth Ambassador,

Welcome to Junior USA Earth—a pageant where your passion for the planet matters more than perfection. As someone who believes young leaders like you hold the key to a greener future, I designed this program to celebrate your voice, not just your victories. No politics, no pressure—just genuine changemakers stepping into their power.

Here's my promise to you:

- 🌱 Clarity: Every judging criterion is in this handbook—no guesswork.
- 🌍 Purpose: You'll be scored on your vision for the Earth, not just a scorecard.
- ✨ Joy: If we're not having fun while saving the world, we're doing it wrong!

This journey isn't just about a crown—it's about realizing your ideas can inspire communities, protect wildlife, and reshape habits. Win or not, I hope you leave thinking: "They believed in me—and now I believe in me too."

With hope and excitement,
Giovannina Suluh
Executive Producer/Director, Junior USA Earth

P.S. Pack your reusable water bottle, a bold idea, and your sense of adventure. The planet's ready for you.

What Makes Us Different? 🌍 ✨

- ♻️ No wasteful costumes - we celebrate sustainable fashion choices that reflect your eco-values, not disposable outfits.
- 📖 No required program book ads - your delegate profile is included as part of your experience (just submit a clear headshot and your environmental mission statement!).
- 👋 No impersonal contestant numbers - we want to know YOU, not assign you a digit.
- 🌱 Eco-friendly operations - all materials are digital by default to save paper and resources.

Who Can Compete? 🌍 👑

Open to all female-identifying individuals ages 5–16:

- 🌱 Young USA Earth: 5–8 years
- 🌱 Preteen USA Earth: 9–12 years
- 🌍 Jr. Teen USA Earth: 13–16 years

No prior pageant experience? Perfect! We celebrate first-time earth ambassadors and seasoned young leaders alike.

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All In Sponsor Fee: \$695

Includes:

-  Appointed Title/Crown/Sash
-  All required competitions
-  All optionals with the exception of Queen of Earth (People's Choice) & the Generations of Earth Trashion Show
-  Official pageant t-shirt to be worn for Day of Service & Opening Number
-  One chaperone VIP pass to all events including Mrs/Ms/Elite Earth events
-  One delegate pass to all Mrs/Ms/Elite Earth events
-  Official Program Book
-  Welcome Gifts & Branded Swag

STAY CONNECTED

Email: juniorusaearth@gmail.com

WhatsApp: 407-766-0667

IG: @JuniorUSAEarth

Hashtag: #TheFutureIsGlamorouslyGreen #JuniorUSAEarth

Titleholder Responsibilities

At Junior USA Earth, your role is more than a title—it's a platform to champion the planet and lead by example. Young voices like yours inspire change, and we want you to know exactly how you'll shine before you commit. Our crown isn't just an honor; it's a responsibility to protect the Earth and amplify its needs. Whether you're planting trees, speaking at schools, or advocating for sustainable choices, your year of service will create waves far beyond the spotlight. These aren't rules; they're blueprints for impact. Please review and sign the Junior USA Earth Titleholder Agreement before registering or paying any fees. By registering, you confirm you've read, understood, and agreed to the Agreement in full.

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Impact, Not Just Crowns 🌱👑

12 Meaningful Appearances Required (November 1–January 1 counts double—prime time for eco-events!).

→ 50%+ must be environmental action: Tree plantings, beach cleanups, youth education workshops, or advocacy (e.g., speaking at schools/council meetings).

→ Documentation: Submit photos/videos or a short reflection on what you learned.

No Credit: Passive attendance (e.g., watching other events) doesn't count. We measure change, not chairs warmed.

Planet-First Photoshoots:

📷 Mandatory Post-Coronation Shoot: Individual/group images for outreach (think: "Earth Ambassador" vibes, not just glamour).

🌿 Seasonal Photo Submissions:

Back-to-School (sustainable supplies!)

Fall Harvest (local farmers' markets/composting)

Earth Day Prep (April action teasers)

Summer (ocean/parks cleanup shots)

Be sure to credit photographers/HMUAs—and tag @JuniorUSAEarth!

How Judging Works 🌿✨

Transparent. Fair. Designed to help you grow.

Scoring Basics

- Judges score YOU as a whole (not compared to others).
- Scale: 1-10 (*whole numbers only—no decimals or "10+").
- Written feedback included—because growth matters!

Calculating Scores

- All judges' scores per category are averaged.
- Winner = highest combined score across 3 competitions.
- Perfect score = 30 (10+10+10).
- No Surprises
- No callbacks, re-ranking, or "second looks."
- Your first scores stand—no revisions.

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Why We Do It This Way

- Fairness: You're judged on your own merits.
- Clarity: No confusing math (looking at you, decimals!).
- Growth: Feedback helps you shine brighter next time.

We're not judging perfection—we're celebrating potential!

Tiebreaker Rules

When scores are equal, we break ties this way:

- Highest Eco-Wear Score wins (planet-friendly fashion matters!).
- Still tied? Highest Interview score takes the crown (your voice for the Earth counts!).

Simple. Fair. Focused on what really matters.

THE EARTH AMBASSADOR CODE

Presented with heart, but ironclad

SPORTSMANSHIP & CONDUCT

We expect our young leaders to treat each other, staff, and this planet with respect. Why? Because real change happens when everyone feels empowered.

The "No Toxicity" Clause:

Drama doesn't save ecosystems—it distracts from them.

Poor sportsmanship (including onstage behavior) = immediate disqualification + no refunds. #NoRefundsInPageantry

Overly negative social media callouts post-event = permanent ban from future programs.

Judges' Decisions Are Final:

Sustainability is science, but pageants are subjective—like composting methods.

Arguing with judges = automatic point deduction. Save that passion for your next beach cleanup!

PUNCTUALITY POLICY

Early is prepared, on time is scrambling, and late... well, climate change won't wait either.

- Missed deadlines = -3 points
- Late backstage arrival = -1 points
- Miss your stage time = disqualification (No exceptions—endangered species don't get second chances!)

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STYLE & SAFETY GUIDELINES

Junior USA Earth celebrates authenticity over excess: *We want to see you—not a filter.*

Judges may deduct up to 3 points for:

- Over-the-top lashes/extensions (*Example: A 10-year-old with lashes that could sweep the stage*)
- Makeup that obscures your youthful glow
- Absolute ban on flippers (Save the fake teeth for shark costume contests!)

Wardrobe Requirements:

- No tripping hazards (wingspans must be < armspan)
- No fire/flames (we're firefighters for the planet, not pyrotechnicians)
- Eco-Wear must include sustainable material description at registration and will be filmed during pageant week to be played during pageant finale.

BACKSTAGE RULES

These aren't suggestions—they're how we protect our community.

- Dressing Room Access: Females only (no males backstage)
- No Electronics Zone: "Be present. Your TikTok can wait."
- Past check-in, devices go to staff for safekeeping.
- ABSOLUTELY NO PHOTOGRAPHY in dressing areas. Consent matters.

TITLEHOLDER RULES

With great responsibility comes great impact.

Crown/Sash Etiquette:

- Never wear your Junior USA Earth crown to another pageant. "It's like wearing your recycling bin as a hat—it just sends the wrong message."
- No sash-swapping. When representing Junior USA Earth, only our official regalia may be worn.
- No sash modifications. Lost sash = \$100 replacement fee (funds go toward our tree-planting initiative).

Appearance Requirements:

- 12 meaningful appearances minimum (Nov-Jan counts double! prime time for environmental action)
- 50% must involve environmental service ("Your crown isn't jewelry—it's a tool for change.")
- Examples: Beach cleanups, tree plantings, youth education workshops
- Documentation required: Photos/videos or host organization verification

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Official Social Media Guidelines:

- Keep it PG, positive, and planet-focused
- Use #JuniorUSAEarth when posting about your service projects

Your platform is powerful—use it to inspire eco-action!

FINAL NOTES TO REMEMBER ✨

- Read your contract twice. Missed details = lost opportunities (and points!)
- Punctuality matters. Late = stressed = lower scores ("The Earth can't wait—neither can we!")
- Pack sustainable essentials: Reusable water bottle, sunscreen, and yes—fashion tape (wardrobe malfunctions steal focus from your mission)
- Breathe. Judges want to see your passion, not perfection

Kindness and commitment will take you further than any crown alone.

Questions? Ask now, not at check-in

Most importantly: Being an Earth Ambassador isn't about being flawless—it's about being fearlessly, authentically YOU while making a difference.

Bonus Tip:

The most inspiring leaders aren't perfect—they're persistent. One plastic bottle removed from a beach may seem small, but multiply that by 100 followers you inspire, and suddenly you're changing the world.



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JUNIOR USA EARTH TITLEHOLDER AGREEMENT

I, _____, if selected as titleholder for Junior USA Earth _____ (age division), hereby agree to these terms:

1. REPRESENTATION REQUIREMENTS

Be someone others can look up to - show kindness, integrity, and passion for protecting our planet throughout your year of service.

As a Junior USA Earth titleholder, I promise to:

- Avoid dangerous internet trends or challenges
- Never post about vaping, drugs, alcohol or anything illegal
- Keep all my content family-friendly (no sexy, violent or mean posts)
- Stand against bullying - online and in real life
- Never promote activities that hurt our planet"

2. MEDIA & BRANDING AGREEMENT

Photo/Video Permission: Junior USA Earth can use my pictures, videos, and voice from events for promotion (website, social media, etc.). I'll always be credited when possible.

Brand Protection:

- All pageant logos, crowns, and titles belong to Junior USA Earth.
- I won't create or sell any merchandise with pageant branding.

No Financial Commitments:

- I won't sign contracts or spend money claiming to represent Junior USA Earth.
- Any sponsorships must be approved in writing.

3. TITLEHOLDER COMMITMENTS

- Complete 12 verified appearances (Nov–Jan events count double—peak eco-action season!).
- Minimum 50% environmental service focus (e.g., cleanups, educational workshops, advocacy).
- Provide documentation for all appearances:
 - Photos/videos of service work
 - Contact info for host organizations
- Adhere to all policies at: JuniorUSAEarth.com/rules-policies.

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4. PRIZES & LIABILITY

Prizes & Responsibilities:

Sponsor Prizes: Some prizes (like scholarships or eco-friendly products) come from sponsors, not Junior USA Earth. We can't guarantee when or how you'll receive them.

Your Responsibility:

- You're responsible for your own safety during travel and events
- Any medical costs during pageant activities are your responsibility
- If sponsors don't deliver prizes as promised, Junior USA Earth can't be held responsible

Simplified Version for Younger Participants:

I understand:

- ✓ Some prizes come from other companies, not Junior USA Earth
- ✓ I'm responsible for staying safe at events
- ✓ If I get hurt, my family handles medical costs
- ✓ If a prize doesn't arrive, it's not Junior USA Earth's fault"

5. RULES FOR ALL JUNIOR USA EARTH TITLEHOLDERS

If You Break the Rules:

- You'll lose your title immediately (this includes being unkind or harming the environment).
- You must give back your crown, sash, and any prizes.
- The 1st Runner-Up will become the new titleholder.

Parent/Guardian Agreement:

Your parent/guardian must sign this with you (since you're under 18).

For Parents & Guardians: Your Role in This Journey

As the parent/guardian of a Junior USA Earth participant, your signature means you:

1. Understand the Commitment:

- Your child is agreeing to serve as an environmental ambassador if selected.
- This includes completing 12 appearances (50% eco-service projects) and representing our values.

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2. Accept Responsibility For:

- Your child's safety and conduct at all pageant-related events
- Any medical expenses incurred during participation
- Returning all prizes/crowns if rules are broken

3. Grant Permission For:

- Junior USA Earth to use your child's image (photos/videos) for promotion
- Your child to participate in all required activities

4. Our Promise to You:

- We'll always prioritize your child's wellbeing
- All rules apply equally to every participant
- We're available to answer questions anytime

By signing, you confirm:

- ✓ You've read all rules at <https://juniorusaeearth.com/rules-policies/>
- ✓ You support your child in fulfilling their duties
- ✓ You understand this is a binding agreement

Thank you for helping us nurture the next generation of Earth heroes! 🌍

By signing, I confirm I:

- ✓ Meet all eligibility requirements
- ✓ Understand this is a binding agreement
- ✓ Accept Junior USA Earth's right to update policies

Titleholder Signature: _____ Date: _____

Parent/Guardian: _____ Date: _____