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MISS AMERICA'S OUTSTANDING TEEN AND BE...YBF BEAUTY ANNOUNCE CONTEST WINNERS
"Fresh Faces" Contest Winners Announced

New York, NY -- The **Miss America's Outstanding Teen Organization (MAOT)** and **Stacey Schieffelin**, creator of **Be...ybf Beauty**, a new cosmetic and lifestyle brand for tweens and teens, have announced the eight winners of the **Be...ybf Fresh Faces Contest**.

"With so many wonderful young ladies entering the contest, this was definitely one of the most difficult decisions we've ever faced," said Schieffelin, TV Shopping Personality and founder of **ybf (your best friend) Beauty**. "However, we have chosen eight exemplary young ladies, who have both achieved and project positive self-esteem, compassion and commitment to their community, an understanding of true friendship and are outstanding role models in their scholastic and personal endeavors."

Schieffelin and her two daughters, Sydney and Samantha, the youthful co-founders of **Be...ybf**, hand-picked the eight Fresh Face winners from a pool of local, state and national contestants within the MAOT organization, as well as all state and national princesses (ages 7-17).

The winners are: Emily Kate Travis of Illinois, Crystal Lee of California, Amanda Debus of Delaware, Elena LaQuatra of Pennsylvania, Caley-Rae Pavillard of Colorado, Kira Brock of Georgia, Bryton Bonacquisti of Texas, and Caitlin Brunell of Florida, who was 2008's reigning Miss America's Outstanding Teen.

"This group of bright, bold and beautiful young ladies possess a broad spectrum of backgrounds, skills, talents and aspirations, and we know that they will spend the year ahead inspiring other girls to be their most awesome selves," said Schieffelin. "We are so proud of each and every girl, and we are honored to call them our 2009 **Be...ybf Fresh Faces!**"

The contest required each applicant to answer questions ranging from why she would be a good role model to words her friends would use to describe her. The winners will be featured in the new advertising campaign for **Be...ybf Beauty** and will also be featured in an upcoming issue of *Savvy Magazine*. The girls will also each receive a wide variety of prizes, including season tickets to the 2009 MAOT Pageant, **Be...ybf Beauty** products, and a one-year subscription to *Savvy Magazine*.

Schieffelin founded Models Prefer 12 years ago; an international cosmetics company that has been sold on **The Home Shopping Network (US)** and **QVC (US, UK & Germany)**. More recently, Schieffelin launched **ybf (your best friend), LLC**, a natural extension of the beauty expert's fun, engaged relationship with her Models Prefer customers, offering first a figure-friendly clothing line and **Pajama Party at Sea** cruises, and a new beauty line that debuted in August 2008, which was immediately established as a top cosmetic brand on **HSN** in the US and **QVC** in the UK.

The mission of the **Miss America's Outstanding Teen Organization**, also known as the “little sister” to the **Miss America Organization**, is to promote scholastic achievement, creative accomplishment, healthy living and community involvement for America's teens. The organization has awarded over \$3 million in scholarships over the past four years.

For more information about these organizations, please visit:

www.MAOTeen.org

www.ybfstacey.com

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About Stacey Schieffelin and ybf:

Named one of America's “Power Women” by *Ladies Home Journal*, Stacey Schieffelin's down-home Southern charm, straight-shooting style, and willingness to go before the cameras without a bit of makeup have earned her the trust and friendship of millions of women around the world. A former Ford model who has spent more than a decade in TV retailing, Stacey forges a personal connection with her customers that translated into runaway success with her Models Prefer brand of cosmetics. In August 2008, the Home Shopping Network was host to the worldwide launch of Stacey's most empowering and exciting venture to date, **ybf (your best friend)**™, a lifestyle brand with a simple mission: to help every woman look and feel her absolute best every day!