

Gov. candidate: Move Miss America to coastal Mississippi



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The 2011 Miss America Pageant and the crowning of Miss Nebraska Teresa Scanlan, 17, as the 90th anniversary Miss America at Planet Hollywood on Jan. 15, 2011.

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Lt. Gov. Phil Bryant, who's running for governor, says the Mississippi Coast should spend most of the advertising and marketing money it's getting from BP PLC to woo the Miss America pageant.

But the Sun Herald reports that those leaders are not sure it makes sense to spend a majority of that \$16 million trying to bring the pageant to the Mississippi Coast from Las Vegas. They say it might not bring enough tourists to be worth the money.

The pageant would bring national recognition, but its viewership and popularity have been flagging.

The newspaper reports that Bryant brought Miss America Organization chairman Sam Haskell to pitch the proposal to the new Mississippi Gulf Coast Regional Tourism Partnership — the three-county group in charge of BP's tourism and marketing grant.