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**FOR IMMEDIATE RELEASE:**

**Nashville, TN. – July 1, 2024:** USA Mullet Championships Announce Major Highlights for the 2024 Season. America's #1 Mullet Contest **Registration Deadline is JULY 7<sup>th</sup>, 2024. Don't miss it!**

The USA Mullet Championships are back and bolder than ever for the 2024 season. With an impressive prize pool, celebrity partnerships, and a strong commitment to charity, this year promises to be a spectacular celebration of America's most iconic hairstyle.

**Prize Offerings:** Participants across all age categories can compete for significant cash prizes, including \$5,000 for both the kids and adult contests and \$1,000 for the teens contest. Additionally, winners will receive an epic custom championship belt and a GoPro HERO12 Black Action Camera.

**The Mullet Season Opening Day 2024 Schedule**

- May 20th - July 7th, 2024, Season Opener / [Apply online](#)
  - **Registration Deadline is JULY 7<sup>th</sup>, 2024**
- July 10th - July 17th, 2024, Round #1 Qualifying
- July 24th - July 30th, 2024, Round #2 Qualifying (Top 100)
- Aug 14th - Aug 21st, 2024, Round #3 Celebrity Judging (Top 25)
- Aug 28th, 2024, WINNERS Announced!

**Categories:**

- KIDS Category: 3x Age Groups | 0-4, 5-7, 8-12
- TEENS Category: Ages 13-17
- ADULTS Category: Ages 18+

**2024 Registration:**

<https://www.mulletchamp.com/official-mullet-championship-application-2024/>

**2024 Celebrity Co-Judges:**

Aaron Plessinger:

- Professional Motocross Athlete
- <https://www.ktm.com/en-us/racing/our-heroes/aaron-plessinger.html>
- @aaronplessinger\_7

Boston Connor:

- An ESPN sports co-host of The Pat McAfee Show
- The Pat McAfee Show LIVE Mon-Fri @12 on YouTube and ESPN
- @bostonconnr



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### Mullet Champ Highlights:

- Mullet Champ was founded in 2020
- 2023, The Mullet Nation raised over \$220k for the JAH4WW foundation.
- 2023 Mullet Champ Social Media Engagement = Over 1.2 million
- 2023 pre-season email database: 90,000 customers
- 100% of the contestant's donations go directly to the [JAH4WW](#) foundation to aid the construction of homes for critically injured Veterans. (Jared Allen Homes for Wounded Warriors)
- National media reports on this contest. i.e., Today Show, Access Hollywood, cnet, New York Post, ESPN8, Kelly Clarkson Show, FOX & Friends, NPR, USA Today etc...
- 2023 The TODAY show: [https://youtu.be/TbOhr2qv4s8?si=9KFLKx9\\_Y00-60s2](https://youtu.be/TbOhr2qv4s8?si=9KFLKx9_Y00-60s2)

### Past Post-Season MULLET CHAMP content: Funny examples of online content...

- Comedians Theo Von and Bobby Lee: <https://www.youtube.com/watch?v=xaeCVOAGnlw>
- Comedian David Spade:  
[https://www.instagram.com/reel/ChcuvbUDt72/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/ChcuvbUDt72/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

### JAH4WW Foundation Highlights:

- JAH4WW Foundation founded in 2009 by Jared Allen who is a former legendary NFL All-Pro defensive end. A Four-time All-Pro pass rusher, who has 128.5 career sacks, which ranks him 12th on the all-time list.
- 2009, Jared Allen: <https://youtu.be/Kkl9axajmT8?si=GHSHVNCZBpnxxo5>
- 2022, Jared Allen Speech for CPL. Jonathan Flores Key Ceremony - KB Home: <https://vimeo.com/756468266>
- How to Donate: <https://support.jah4ww.com/give/>

### JAH4WW Key Ceremony Examples:

- SERGEANT ANESI "MAVERICK" TU'UFULI Signing Ceremony: <https://vimeo.com/895053271>
- SPC Bobby Body, Key Ceremony Michigan: <https://vimeo.com/unrestrictedmktg/bodykeyceremony>
- More Hero's & Their Stories: <https://homesforwoundedwarriors.com/warriors/>

### Downloadable Content:

We are delighted to share our brand assets with media and news outlets for editorial and informational purposes. [Download here](#)

It's going to be an epic season in 2024!

[www.MulletChamp.com](http://www.MulletChamp.com)

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