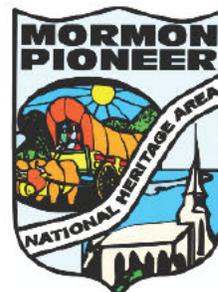


MORMON PIONEER NATIONAL HERITAGE AREA (MPNHA)

FOR IMMEDIATE RELEASE

WHAT: Maude Adams Look-Alike Contest
WHEN: Begins Sunday, Feb. 17, 2013
WHERE: Colleges, universities and cosmetology schools throughout Utah
CONTACT: Monte Bona, MPNHA Executive Director
801.699.5065
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College-age women throughout Utah invited to enter Mormon Pioneer National Heritage Area's "Maude Adams Look-Alike Contest"

MT. PLEASANT—The Mormon Pioneer National Heritage Area and Snow College, home of the Mormon Pioneer Heritage Institute, are challenging all college-aged females in Utah to see which of them can most look like late-19th and early-20th century actress Maude Adams.

By so doing, they can win a weekend vacation to Michigan's beautiful Mackinac Island.

The Maude Adams Look-Alike Contest will begin on Feb. 17, sponsored in conjunction with an episode of the documentary series "Discovery Road," airing on that day at 7:30 p.m. on KJZZ TV Channel 14.

At that time, women at colleges, universities and cosmetology schools will be invited to enter the contest (details below). During the contest period, participants will try to make themselves up to look as similar as possible to Maude Adams.

Today's college-age students might ask "Who is Maude Adams, and why would anyone want to look like her?"

Indeed, to much of history, Maude Adams is forgotten. But at one time, she was one of the most talked-about (i.e., mysterious) and highest-paid actresses in her day.

"The legends that have grown up about Maude Adams are without end. She is the most

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Images of early 1900s actress Maude Adams (from left): 1) Adams in her signature role as the first Peter Pan in the J.M. Barrie musical of the same name; 2) portrait; 3) As Suzanne in "The Masked Ball"; 4) portrait.

Maude Adams is the subject of an upcoming episode of "Discovery Road" on Feb. 17 on KJZZ Channel 14, as well as a look-alike contest sponsored by the Mormon Pioneer National Heritage Area and the Mormon Pioneer Heritage Institute at Snow College.

guessed-about person in stage life,” wrote the New York Times in 1914.

“There is no woman on the stage so genuinely beloved by the public at large,” wrote Munsey’s Magazine in 1905.

She was the original Peter Pan—way before Sandy Duncan made the role “hers.”

She was the inspiration behind the film “Somewhere In Time,” still held by many as the most romantic film of all time (more on that below).

And she was from Utah.

That’s where “Discovery Road” and the Mormon Pioneer National Heritage Area (MPNHA) come in.

The MPNHA is a federally designated area devoted to preserving and promoting the pioneer history and heritage along U.S. 89 in central-southern Utah. The area also includes Utah State Route 12 (Utah’s one and only All-American Road), and Utah State Route 24 (a Scenic Byway), and encompasses Sanpete, Sevier, Piute, Wayne, Garfield and Kane counties.

“Discovery Road,” co-produced by the MPNHA and a sister organization, the Mormon Pioneer Heritage Institute at Snow College, brings that heritage to life as the show’s hosts travel down those historic roads.

The episode that will be broadcast on Feb. 17 explores the role of the performing arts in rural settlement-era Utah, and asks if Maude Adams might have ever appeared in the historic performance venues that dot the MPNHA.

The episode will introduce a future one-hour documentary that will explore the life of Maude Adams.

It will also introduce the contest.

Contest details are forthcoming, but beginning on Feb. 18 interested contestants may call MPNHA Executive Director Monte Bona to register. Those who register will receive entry information later in

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The Mormon Pioneer Heritage Institute’s Rachael Staheli dresses like early 20th century actress Maude Adams to help display and kick off the Mormon Pioneer National Heritage Area’s Maude Adams Look-Alike Contest. The contest begins in conjunction with an episode of “Discovery Road” airing on Feb. 17 at 7:30 p.m. on KJZZ-TV Channel 14.

February. The contest period will extend until May or June. The winner will receive a vacation for two to the Grand Hotel on Mackinac Island, Mich.

And this is where Maude Adams as the inspiration behind “Somewhere In Time” comes in.

If you’re not familiar, “Somewhere In Time,” starring Christopher Reeve and Jane Seymour, is the story of a playwright who falls in love with the photograph of an old-time actress, and then through self-hypnosis travels back through time and establishes a relationship with her.

The Grand Hotel on Mackinac Island, Mich., was the site of the filming of “Somewhere in Time.” It is also the site of the vacation getaway that will be the grand prize in a look-alike contest based on Maude Adams, the movie’s inspiration. The movie’s fan society, the International Network of Somewhere In Time Enthusiasts, holds an annual Somewhere in Time Weekend at the hotel. Participants dress in period attire and honor and celebrate the film with a full agenda of activities. The upcoming 22nd Annual SIT Weekend is October 4-6.



Photo by Jim Addie

The movie is based on the 1975 novel “Bid Time Return” by Richard Matheson, who based his story on his fascination with photographs of—who could it be?—Maude Adams.

It is the Grand Hotel on Mackinac Island where the movie was filmed.

That’s also where the film’s fan club, the International Network of Somewhere In Time Enthusiasts (INSITE), holds an annual event to celebrate the film.

The next of those “Somewhere In Time Weekends” is in October, where the winner of the contest will be invited as the MPNHA’s guest.

To register for the Maude Adams Look-Alike Contest, please call Monte Bona at 801-699-5065, or email him at montebona@hotmail.com.

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***The Mormon Pioneer Heritage Area (MPNHA) is a federally designated area of central and southern Utah running along the beautiful and historic U.S. Highway 89 — including the All-American Road Utah State Route 12, and Capitol Reef Scenic Byway Utah State Route 24, which both intersect with U.S. 89 and together form the MPNHA’s Boulder Loop. The area includes the counties of Sanpete, Sevier, Piute, Wayne, Garfield and Kane.**

The Utah Heritage Highway 89 Alliance is the local coordinating entity of the MPNHA and receives annual funding from the National Park Service. Its purpose is to preserve, tell and interpret the stories, history and heritage of the area, and to promote its culture and value.