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ASVB Hosts Miss American Samoa Contestants for Sponsor Visit and Unveils New Crown and Sash

The American Samoa Visitors Bureau (ASVB), a Gold Sponsor of the upcoming Miss American Samoa Pageant, hosted the 2025 contestants and reigning Miss American Samoa, Pauliana Felise-Vitale, for an official sponsor visit today.

The main feature of the visit was the **unveiling of the newly designed Miss American Samoa Crown and Sash**, both sponsored by ASVB. The new design incorporates cultural elements that reflect the identity, values, and natural heritage of American Samoa.

The **crown** showcases **Mount Pioa (Rainmaker Mountain)** at its center, framed in a **"V" formation** drawn from the national flag. It includes **seven island motifs**, **marlin bone accents** representing the fishing industry, and **traditional Samoan tattoo and floral patterns** symbolizing strength, cultural pride, and prosperity. Oceanic wave motifs along the crown's rim, reflect the nation's connection to the sea and its strength, resilience, and adaptability in the face of change.

The **sash** features **tapa and kumoa motifs**, representing growth and abundance on land and sea, along with **fish carvings** that signify faith and the cultural bond with the ocean.
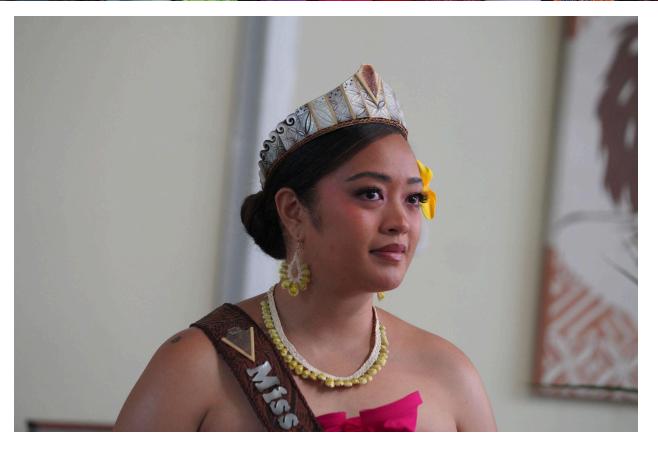
The design brings together traditional elements that reflect the story and identity of the American Samoan people.

Following the unveiling, the contestants participated in an **island-wide tour** partly sponsored by ASVB. The tour included visits to key sites across Tutuila and offered contestants an opportunity to connect with the environment and communities they may one day represent.

The Miss American Samoa Pageant will be held this Saturday, June 7th.