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# EAT! BE MARY!

## About Mary Bowers



At 5'3" tall on the outside and 6'12" on the inside, Mary Bowers is one of Major League Eating's most recognizable personalities.

Orphaned at birth, Mary was adopted by a multicultural family and raised on the eastern plains of Colorado. Surrounded by an abundance of potatoes, corn, and cows, Bowers grew to discover that the small town food festivals of her childhood were an unexpected source of inspiration.

After a brief detour through Arizona, Mary found her way to California where she caught the attention of the fashion industry and began modeling for brands like Kika Paprika, Brit Boy Fashions, and Red Tag Crazy.

In 2011, she made her debut on the competitive eating stage at the West Coast Hot Dog Eating Championship in Orange County, California. Less than one year later, she had become one of the Top 50 professional eaters in the world, entering the Major League Eating ranks at #47. Mary made sports history as the first-ever women's wild card competitor in the 97 year history of the Nathan's Famous International Hot Dog Eating Contest on July 4, 2012 in Brooklyn, New York.

Since then, the foodie fashionista has appeared on ESPN, Fox News, CBS News, and Playboy TV and has been featured in publications such as Marie Claire Australia, the Los Angeles Times, and the OC Register, among many others.

When not working, Bowers gives her time to charitable causes. She has been recognized by the U.S. House of Representatives, State Senate of California, and the City of Los Angeles for her efforts in nutrition education and hunger relief.



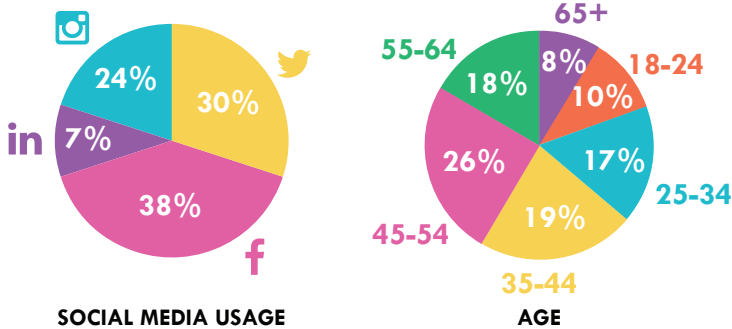
**BIRTH NAME:**  
Jung Na Young

**BIRTH PLACE:**  
Pusan, South Korea

**BIRTH DATE:**  
January 20, Capricorn

*"We want to share  
the joy of food  
through fashion design  
- one bite at a time!"*

## AUDIENCE DEMOGRAPHICS



### TARGET MARKET

Competitive eating generates over 300 million consumer impressions in the weeks surrounding its biggest event - the Nathan's Famous Hot Dog Eating Contest, which airs annually on July 4th.

An estimated 2.38 million tuned in for the 2015 broadcast. The Eat! Be Mary!, Inc. accessories line is designed to meet and exceed the needs of the ESPN audience and its competitive eating fans.

Women make up one third of the adult audience for ESPN sports event programs and account for 80% of all sports apparel spending.

As of 2013, US apparel sales reached an estimated value of \$181 billion, with the women's market leading at around 60% of the total market.

**Gender:** 60% female, 40% male

**Education Level:** Kindergarten through college

**Interests / Hobbies:** Beauty pageants, fashion, makeup, modeling, NASCAR, organic or locally sourced eating, vegan diets, country music, comedy, community service, baking, travel, film festivals, fast casual dining

**Personality:** Expressive, energetic, and loves to play. A daring bunch - they're unconventional, but value the traditions that mean the most to them.

**Income Level:** Mid-range income

**Industry / Career:** Parents, doctors, nurses, nutritionists, chefs, entertainers, fashion & beauty bloggers

**Blogs or magazine he/she likes to read:** Huffington Post, Marie Claire, Playboy, BuzzFeed, UPROXX



# PRESS COVERAGE

**ESPN**

**marie claire** AUSTRALIA

**NBC Sports**  
**RADIO**

THE PLAYBOY  
**MORNING**



**Los Angeles Times**



**DAILY NEWS**



**DP Times**

**Chron**

**Tampa Bay Times**

**LA WEEKLY**

**89.3 KPCC**  
Southern California Public Radio

**Los Angeles Daily News**

**OC WEEKLY**

**RAFU SHIMPO**

**PRESS SEASON**

**MARCH THROUGH NOVEMBER**



FOR A FULL PRESS LISTING, PLEASE VISIT:  
[www.eatbemary.com/press](http://www.eatbemary.com/press)

# FAQS

## *An Interview with Mary Bowers*

### WHY/ HOW DID YOU START EATING COMPETITIVELY?

We all have turning points when we can sit on the sidelines and watch, or we can choose to play the game.

I saw a sign that said "Hot Dog Eating Contest". I went into the restaurant, thinking I would pick up a flyer with details for watching the event.

They handed me an entry form.

It happened to be the last spot.

It took no more time to compete than to be an observer, so I took a chance and never looked back.

### How do you prepare for a contest?

#### Do you have to train?

Competitive eating is a sport. The better condition you are in, the better you will perform. I am much more aware of how certain foods affect my body, now that I compete. I didn't realize how much I had been taking food for granted before. Food is what fuels us.

Different foods affect us different ways. It's pretty amazing when you think about it. The majority of the game is mental and emotional. It's about pressing forward when you feel like you can't possibly keep going. It's fortitude and endurance. Those are the skills that matter most.

### Do you get sick after the contest?

There is usually some recovery time after contests, but I think that's more closely related to the rush of neurochemicals than the food itself. Endorphins, dopamine, oxytocin, serotonin - there is a spike, a "runner's high" that occurs at the table. I've experienced depression after a few of the more major contests, but it's getting better now that I understand that it's simply a part of my recovery process. My body is doing exactly what it needs to do to bring itself back into balance.

### *Does competing ruin your love for certain foods?*

(Laughing) I take a break after contests, but generally, I still enjoy eating. The brain tacos were a one-time deal though. I've had my fill of those.

### *How do you stay in shape?*

There are several beautiful parks near my home, so I am out on the hiking trails whenever I have the chance. Good genes and a well-fitted wardrobe probably have something to do with it as well.



## WHAT DO YOU NORMALLY EAT?

"I'VE BEEN TRAVELING A LOT LATELY, SO I LOVE EXPLORING NEW RESTAURANTS AND FOODS. BUT MY 'GO TO' FAVORITES ARE LOBSTER WITH BROWN BUTTER, SPAGHETTI, AND COTTON CANDY. MY ASSISTANT ALSO MAKES A DELICIOUS VEGAN GUMBO, WHICH I LOVE!"



# BOOK MARY!

*Media & Appearances Requests*



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