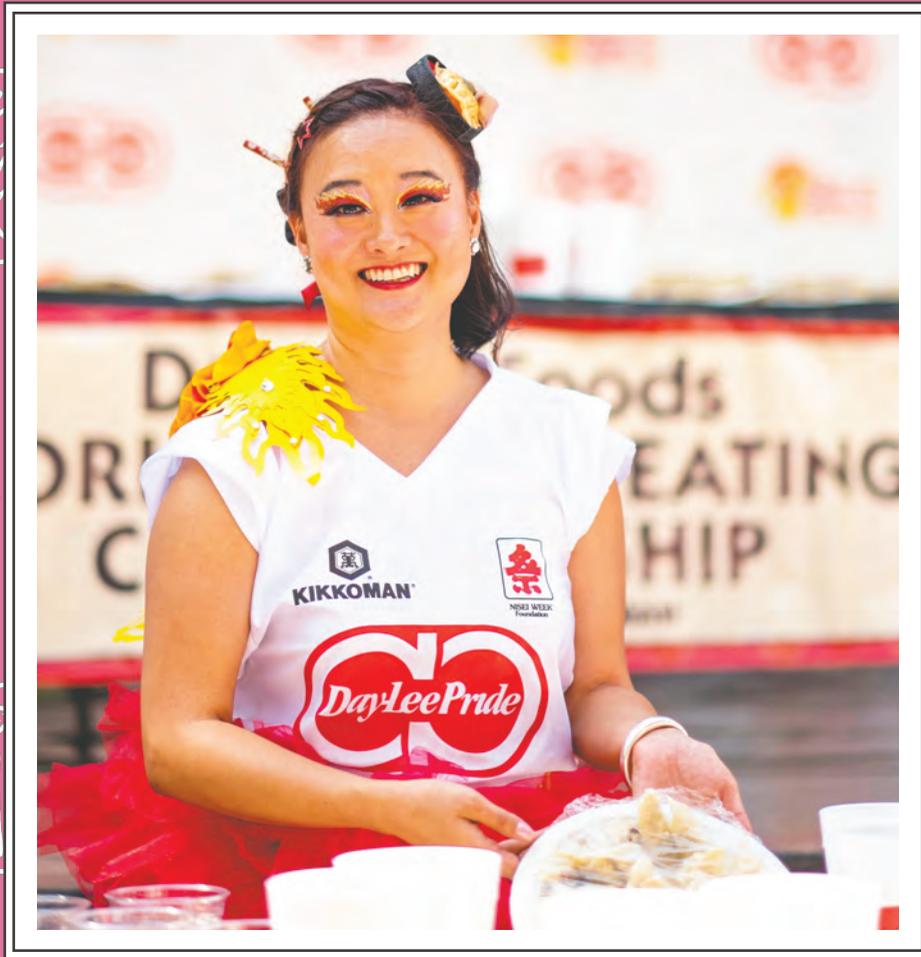




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WELCOME



Mary Bowers, the founder of Eat! Be Mary!, Inc., is a world-ranked Competitive Eater, fashion designer, writer, entertainer, hostess and more.

To Mary, food is the source of life and the inspiration for making the world extraordinary. Mary's audience finds motivation and joy in her 'anything gyozas' approach to daily life. As they delight in Mary's appetite for creativity and individuality, they are encouraged to feed their curiosity and become more thoughtful participants in the beautiful world we share.

@EatBeMary



Cover photo by Cory Stierly, above photo by Jerry Phan, 2016 World Gyoza Eating Championship

www.eatbemary.com

MEET 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. Mary found the small town food festivals of her childhood to be an unexpected source of inspiration.

After a short time in Arizona, Mary made her way to California where she began modeling for fashion brands like Kika Paprika, Brit Boy Fashions, and Red Tag Crazy.



2011: Mary made her debut on the competitive eating stage at the West Coast Hot Dog Eating Championship in Orange County, California.



2012: Mary rose to one of the Top 50 Major League Eaters in the world, ranking at #47.



2012: Mary made sports history as the first female "wild card" competitor in the 97th Nathan's Famous International Hot Dog Eating Contest on July 4th in Brooklyn, New York.



2017: Mary returns to the Nathan's Famous International Hot Dog Eating Contest table for the sixth consecutive year.

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.

Mary gives her free 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.

Photo by John Edmund

www.eatbemary.com



EAT! BE MARY!



Eat! Be Mary!, Inc.
(www.eatbemary.com)

is a digital community where fellow foodies, fashionistas and free spirits can follow their imaginations through Mary's world. Fans can connect with Mary on a fun, and at times, deeply personal level. Those who step into her food-filled wonderland will find recipes, quizzes, games, essays, inspiration and more.

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

AUDIENCE INSIGHTS



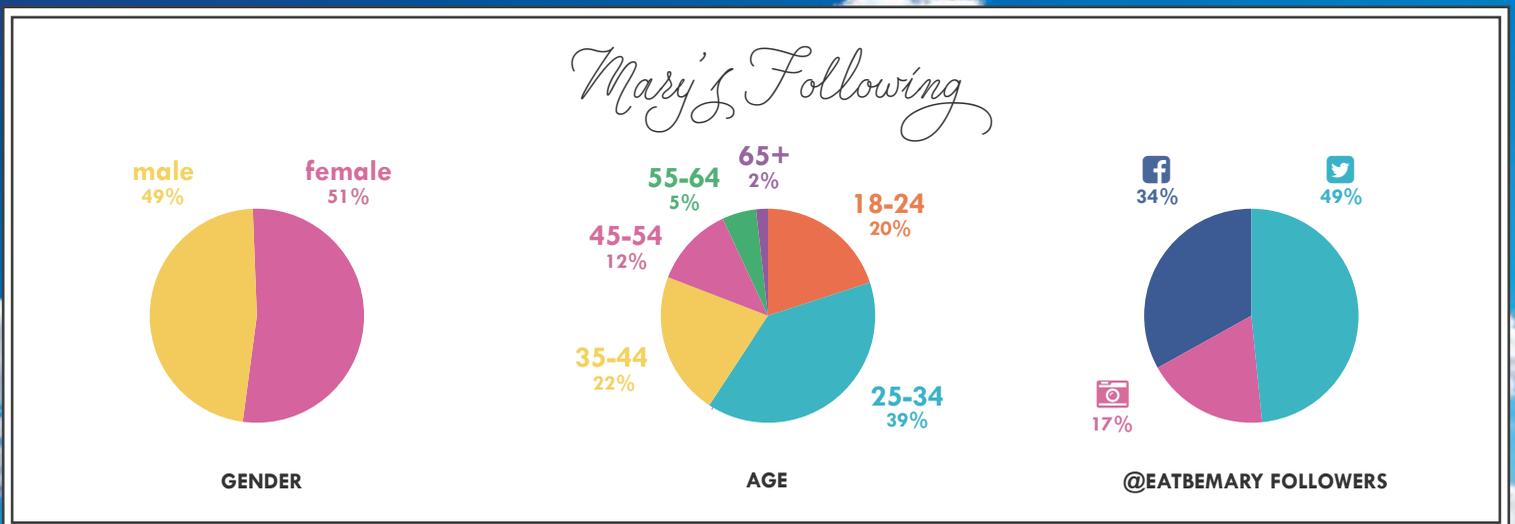
— The global licensed sports merchandise market, which was valued at \$27.63 billion in 2015, is estimated to reach \$48.17 billion in 2024.

— Of the key product categories, the sports apparel segment dominated in 2015, accounting for 40% of the market's total revenues.

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

— 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 1.328 million tuned in for the 2016 broadcast.

— The Eat! Be Mary!, Inc. brand and “foodie fashion” editorial content is positioned to meet and exceed the needs of the ESPN audience and its competitive eating fans.



Education Level: Kindergarten through graduate college

Interests / Hobbies: Beauty pageants, fashion, makeup, modeling, NASCAR, home cooking, dining out, movies, country music, comedy, volunteering, baking, travel, film festivals, foodie news, technology

Blogs or Magazines He/She Likes to Read: Huffington Post, Marie Claire, Playboy, BuzzFeed, UPROXX, cookbooks

Industry / Career: Parents, doctors, nurses, nutritionists, chefs, entertainers, fashion & beauty bloggers, professionals, entrepreneurs, homemakers

Personality: Expressive, energetic, funny, 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



AN INTERVIEW WITH MARY BOWERS



How did you start eating competitively?

Sometimes, life gives us the choice of standing on the sidelines or playing the game. I saw a sign for a "Hot Dog Eating Contest." I thought the restaurant would hand me a flyer with details to watch. They handed me an entry form. It happened to be the last spot. I hadn't had dinner yet, so my choice was made and I've never looked back.



What's it like being a woman in a male-dominated sport?

As much as I like to think of myself as confident and strong, our society still holds a lot of stereotypes on how women "should" behave, look, eat and weigh. Competitive eating has created so many opportunities for me to see just how much those expired ideas are affecting the lives of my family, friends, and fans. I'm not alone in my moments of self-doubt and neither are they. By stepping up to the plate, I hope to inspire other women (and men!) to honor their bodies with thoughtful nourishment, hesitate before judging others, and pursue sports and interests they love!

What attracts you to competitive eating?

I'm grateful to have food and a healthy body that allow me to pursue my dreams. This sport has given me a voice to elevate conversations related to food security, nutrition, and wellness on behalf of others. Eat! Be Mary!, Inc. is a creative space dedicated to my friends and fans, where they can follow their imaginations, share their experiences, and engage in their communities.

Where do you find the inspiration for your Foodie fashions?

Fashion runs in my family! Some of my earliest memories are of playing dress-up and twirling in the yard with my dad or using scraps of fabric from my grandmother's sewing room as blankets for my dolls. Competitive eating simply brought a new element to the table! Some people eat their emotions; I wear mine. The end-product is a reflection of my thoughts and feelings, combined with fan feedback, sponsor suggestions, a few tears, a few curse words (sorry, Mom), and a lot of love.

Do you prepare or train for contests?

Competitive eating is no different than other sports. The better condition I'm in, the better I'll perform. I treat my body like a friend. I ask it what it requires to feel nourished and happy - whether it's food, rest, or activity. Listening to what she tells me strengthens my mental and emotional fitness as well. Balance and intensity go hand-in-hand.

Photo by Nathan's Famous

www.eatbemary.com

MARY'S FAIRY TALES



Mary's favorite snacks may be sugar-coated, but her voice is authentic. Mary earns the trust of her audience and connects with them on a deeper level. Food, games, and laughter are the jumping-off points to so much more.



Editorial & Social Content



MAIN COURSES

- FOOD & RECIPES
- ENGAGING GAMES
- PERSONALITY QUIZZES
- RELEVANT HOLIDAY THEMES
- HELPING OTHERS
- BOOK & MOVIE RECOMMENDATIONS
- LIFE & OVERCOMING CHALLENGES
- SELF ACCEPTANCE & BODY POSITIVITY
- STORYTELLING & FAIRY TALES
- MAJOR LEAGUE EATING

KEY INGREDIENTS

- FOUR CUPS OF PUNS
- A TEASPOON OF REAL-LIFE EXPERIENCES
- A DASH OF ADVICE
- A HEAP OF MARY FLAIR



Photo by AFreeman Photography

www.eatbemary.com

PRESS COVERAGE



*Press Season is
March through November*

Photo by this Cymarron
www.eatbemary.com

ESPN

The New York Times
Los Angeles Times



THE HUFFINGTON POST

marie claire AUSTRALIA

DAILY NEWS
NYDAILYNEWS.COM



LAS VEGAS SUN

Tampa Bay Times

LA WEEKLY

OC WEEKLY

The San Diego
Union-Tribune

Chron

Los Angeles Daily News

89.3 KPCC
Southern California Public Radio

BOOK MARY!



Media & Appearances Requests



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*Download the Digital Press Kit at:
eatbemary.com/press*

Photo by Robert O'Neill

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