



PRESS RELEASE

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Twin Peaks Crowns Miss Fort Myers as Miss Twin Peaks 2024

The popular sports lodge hosted the hottest party of the summer benefiting SafeHaven and Tunnel to Towers

DALLAS (June 19, 2024) — [Twin Peaks Restaurant](#) celebrated its annual Miss Twin Peaks International Contest at Texas Live! in Arlington, Texas, on June 11, where Lacy from the Fort Myers, Florida location was crowned Miss Twin Peaks 2024!

The event brought together more than 100 Twin Peaks Girls from around the world, each competing for the coveted crown. The week's activities included a welcome dinner, professional photo shoots, a vendor showcase and charitable events such as a give-back initiative for [SafeHaven of Tarrant County](#) and a silent auction for the national [Tunnel to Towers Foundation](#).

Contestants vied for cash prizes totaling over \$50,000, showcasing their talent and dedication while reinforcing the brand's "Sisterhood of the Plaid." The contest, televised live to all Twin Peaks restaurants, culminated in Lacy winning the \$15,000 grand prize.

The first runner-up, Alyssa from Twin Peaks Park North in San Antonio, Texas, received a \$2,000 prize, and the second runner-up, Kyra from Twin Peaks Boise, Idaho, won \$1,000. The fan vote for Miss Popular went to Brenzley from Kansas City, Missouri, earning her a \$1,000 cash prize.

The show was emceed by TV personality Alexis Waters, with a celebrity judging panel including fashion icons and UFC Featherweight Brian "T-City" Ortega.

This year's contest introduced new charitable initiatives. Contestants participated in Miss Twin Peaks Gives Back, packing 120 bags for SafeHaven of Tarrant County's Arlington Resource Center, a local organization that supports survivors of domestic violence by providing shelter, counseling and legal aid. Additionally, a silent auction was held for the Tunnel to Towers Foundation, raising funds to support mortgage-free homes for Gold Star families and specially adapted smart homes for injured veterans and first responders. Twin Peaks presented a \$100,000 donation to Tunnel to Towers from Memorial Day fundraising efforts alongside their silent auction fundraising efforts, bringing its lifetime donation to \$370,000.

Twin Peaks will continue its charitable efforts throughout the year with fundraisers such as golf tournaments and promotions tied to professional sports.

The Miss Twin Peaks 2024 premier sponsors included Bud Light, High Noon, Traveller Whiskey and Red Bull, all of which were served at the event and in Twin Peaks lodges.

For more information, visit TwinPeaksRestaurant.com.

About Twin Peaks

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks is rapidly approaching 115 locations in the US and Mexico. Twin Peaks is the ultimate sports lodge featuring made-from-scratch food and the coldest beer in the business, surrounded by scenic views and wall-to-wall TVs. At every Twin Peaks, guests are immediately welcomed by a friendly Twin Peaks Girl and served up a menu made for MVPs. From its smashed and seared-to-order burgers to its in-house smoked brisket and wings, guests can expect menu items that satisfy every appetite. To learn more about franchise opportunities, visit twinpeaksfranchise.com. For more information, visit twinpeaksrestaurant.com.

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