

MISS JUNETEENTH BLUES



She wore the crown once. Now she's coming for the throne.

When her rebellious teenage daughter earns a coveted spot in the Miss Juneteenth pageant, a former queen fakes her age to re-enter, only to uncover a corrupt system built on legacy and lies. What starts as a mother's wild plan to save her daughter becomes a movement that redefines beauty, truth, and what it means to be a queen.

STORY SNAPSHOT

GENRE: Southern Comedy-Drama / Empowerment / Family

FORMAT: 90-Minute Lifetime MOW

SETTING: Baton Rouge, Louisiana (Present Day)

TONE: Little Miss Sunshine meets Eve's Bayou

CASTABLE ROLES

Toni: Taraji P. Henson

Amara: Demi Singleton

Darnell: Blair Underwood

Corinne: Vanessa Williams

Sisterhood Ensemble: Niecy Nash, Alfre Woodard, Aunjanue Ellis

KEY ELEMENTS



PERFORMANCE



LEGACY



TRUTH

WHY IT SELLS

- ✓ Built-in audience: pageants, Juneteenth, mother-daughter stories
- ✓ Authentic, funny, and emotionally resonant
- ✓ Streamer & cable network friendly for Lifetime, BET+, OWN
- ✓ Viral-ready moments: the wig, the poem, the mic-drop
- ✓ Southern Black womanhood front and center