

Billy Jeffrey eyes big picture after ABC reality show loss

LHS grad takes third place

By Jennifer K. Bauer of the Tribune

Tuesday, February 24, 2009



Billy Jeffrey

He made it to the top three and the final episode, but Lewiston's Billy Jeffrey was shut out from the title Most Beautiful Person Monday night in the finale of the ABC reality show "True Beauty."

"In the spirit of the competition I'm disappointed I didn't win, but I always try to look at the bigger picture and the bigger picture is so much more rewarding. The fact is I know more about myself as a person and my strengths and weaknesses," Jeffrey said in a phone interview from L.A. where he watched the finale with contestant Joel Rush and judge Nole Marin at a Sunset Strip bar and restaurant.

Jeffrey came in third. The winner was Julia Anderson, a Dallas dancer, performer and magician's assistant. She won a \$100,000 cash prize and will be featured in People magazine's 100 Most Beautiful People issue.

"There are people out there who have lost loved ones, people who are fighting cancer, people who don't have a place to sleep - to say I was devastated to be voted

off a reality TV show where I got to live in an L.A. mansion, that would be selfish," Jeffrey said.

While the show aired, Jeffrey traveled from Lewiston to New York and Los Angeles for interviews and appearances. He spent Sunday night as a VIP guest at red carpet Oscar parties in L.A. Some of the stars he rubbed shoulders with included Paris Hilton, Terrell Owens, Michael Buble, Leeza Gibbons, Olivia Newton-John and the musician Slash.

"It was amazing who was there," he said, "everybody."

Coast to coast, 10,000 people auditioned for "True Beauty," a reality show co-produced by model Tyra Banks and actor Ashton Kutcher. The show premiered Jan. 5 and featured 10 contestants living in an L.A. mansion competing for the title of Most Beautiful Person. Via hidden cameras and loaded challenges they were also secretly being judged on their inner beauty.

Jeffrey's real last name is Scharnhorst. The 31-year-old, 1995 Lewiston High School graduate uses his middle name for show business purposes. He owns GNC in the Lewiston Center Mall and is a world-touring Chippendale's dancer.

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Billy Jeffrey will blog about the final episode today on the Tribune blogs at: www.lmtribune.com/blogs/