

THINGS TO DO

Mrs. America isn't afraid to get her hands dirty

From beauty queen to cricket farmer to grief coach, Buford resident Paige Ewing keeps it real.



Buford resident Paige Ewing is crowned Mrs. America in Las Vegas in August 2025. (Courtesy of Gilliam Photography)

By Keri Janton – For the AJC

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Paige Ewing of Buford wears many hats as well as a crown. She is the co-owner of a 78-year-old cricket farm, she is a grief coach and in August she was named Mrs. America 2025.

She has always been a high achiever. The oldest of three children, leadership skills came easy, as did a shine for the spotlight. In school, she made straight A's, danced, played softball, was a cheerleader and president of the 4H club.

"If there was something to compete in or be elected for, I went for it," said Ewing, 42. "It's who I've always been."

Originally from Louisiana, where her grandfather started Armstrong's Cricket Farm in 1947, Ewing moved with her family to Glennville, 60 miles west of Savannah. It was simple, small-town living for the Armstrongs, where Ewing went by the nickname Boogie.

Ewing was 11 when she competed in her first pageant, and she won. Bitten by the bug, she continued to compete and win: Junior Miss Tattnall County, Miss Pinewood Christian Academy, Miss Tattnall County, Miss Georgia Sweet Onion.



Mrs. America Paige Ewing (Contributed by Paige Ewing)

"The pageants with talent and interview components were my favorite," said Ewing. "I liked being able to express myself."

At Georgia College and State University, she studied mass communications and was a cheerleader. She dreamed of becoming an entertainment news anchor like her idol Katie Couric. She got accepted for an internship with E! News, but decided to pass on the opportunity.

"It was a non-paying internship," said Ewing. "My parents were proud and loved my ambition, but they were also practical and unable to financially support me across the country for an entire summer. They asked where I was going to live and how I'd pay for it. They had good points."

Instead she interned at a news station in Macon, but ultimately decided it wasn't the career for her. Marriage to her college boyfriend, Michael Ewing, followed.

"I had career goals, yes, but being an anchor didn't look as desirable as I'd thought, and my future family goals were my priority," said Ewing.

In 2006, a year after saying "I do," Ewing placed first runner-up in the Mrs. Georgia pageant. She worked as a teacher and a photographer before welcoming the arrival of her daughters Avery and Charlotte, in 2009 and 2013, respectively.