



City of Eustis

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News Release

FOR IMMEDIATE RELEASE

City of Eustis Partners With The Miss America Organization

EUSTIS, Fla.

“The City of Eustis has no better ambassadors than our young ladies that wear the Miss Eustis crown. It is with great excitement that we announce that the Miss Eustis Pageant and Miss Georgefest Scholarship Program will be part of our annual Georgefest lineup. The new Miss Georgefest will then have the opportunity to represent ‘America’s Hometown’ in the Miss Florida Scholarship Program.”

The Miss Eustis Pageant has a long history in our city. Most recently, Linda Watts is credited with bringing the pageant back to life after a long hiatus in 2012. Former Teen Miss Eustis 2012 and Miss Eustis 2014, Rachel Henderson–Frabott took over the Directorship in 2017. Rachel has been a constant force within the program, mentoring the contestants, while continuing to foster the pageant’s spirit of community and volunteerism for the last several years. City of Eustis Events and Tourism Manager Miranda Muir said, “Rachel has been instrumental in the development of this program and her efforts should not go unrecognized. It takes many hours of time, and a passion for our youth to continue local pageants like Miss Eustis.”

The program will now be under the direction of Muir’s Department, and the team that plans and executes the annual Georgefest celebration each February.

This year’s program will add a new element with an additional title being awarded; Miss Georgefest. While the Miss Eustis Pageant has historically been open to contestants through age 19, brackets will be adjusted slightly to now include an 18 – 28 category. The contestant selected as Miss Georgefest will have the opportunity to advance to the Miss Florida Scholarship Program, as part of the Miss America Organization.

The Miss America Organization has an over 100-year history and began awarding scholarships in 1945. As one of the first groups in the nation to provide scholarships to young women, the program has been instrumental in the success of many.

Muir noted, “I was blessed to not only compete in the Miss America Organization and reap the benefits of several scholarships, but have also founded and directed both the Miss Capital City Program in Illinois and the former Miss Osceola Program in Florida. I believe in the organization and what it has to offer those who compete. I am proud to bring this program to Eustis and offer this additional opportunity to our area youth.”

The 122nd Georgefest will be held February 17th through the 24th, 2024.

Those interested in competing in the program are encouraged to complete the interest form available on the City’s website to receive updates regarding the pageant, as well as an application when they become available. For more information, visit www.eustis.org or contact the Events & Tourism Department at 352-483-5491 or events@eustis.org.

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