



25TH ANNUAL SALEM FAIR IS FAST APPROACHING

For Immediate Release – June 8, 2012

The Salem Fair is gearing up for a Silver Anniversary celebration this July as America's largest free gate fair turns 25-years-old. To mark the occasion, the fair will once again feature fireworks on the Fourth of July and stay open two extra days this year. The 14-acre midway at the Taliaferro Complex will be open for business 13 big days from Tuesday, July 3, through Sunday, July 15.

"We are extremely thrilled to not only have the chance to extend the fair by two days this year, but also to celebrate this type of milestone," says Carey Harveycutter, Salem Fair Manager. "When John Saunders and I came up with the idea of a community fair, we hoped it would be successful, but to have this type of staying power is a testament to not only the fair, but also the fairgoers, who are very loyal."

In 2011, attendance at the Salem Fair rose by nearly 10 percent as approximately 315,000 folks experienced the sights and sounds of the annual event. Creative arts and horticulture exhibits also were up more than 25 percent last year as over 500 individual exhibitors put their produce, baked goods and crafts on display.

"While the economy is improving, it's still somewhat stagnant and we're hoping families will look to us when it comes to getting value for their entertainment dollar," say Harveycutter. "I've often said that when you offer a quality product like Deggeller Attractions does, the public will respond."

In addition to the rides and concessions that Deggeller will once again supply, the Fair will feature a number of free shows in 2012, including the Elephant Encounter, Comedy Safari, Petting Zoo, Firefighter Training, Hedrick's Racing Pigs The Mills Family Acrobats and the brand new Sandscapes.

Folks in Southwest Virginia also will have a chance to grab a collectible from this year's 25th Salem Fair as the Pepsi Company is producing one million cans of the popular soft drink complete with the fair's silver anniversary logo.

Get more information for this year's events at www.salemfair.com and you can find the Salem Fair on facebook at follow it on Twitter @SalemFair.

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