



FOR IMMEDIATE RELEASE:

Regional Fair Managers and Boards focus on better fairs.

Woodstock, Virginia

April 20, 2008

Shenandoah, Warren and Rockingham County fairs sent members of their staff and boards to the International Associate of Fairs and Expositions Zone 1 & 2 Conference in Richmond recently. Over 120 delegates from Canada to Florida met to educate themselves and exchange expertise aimed at providing a more enjoyable experience for fair goers.

A highlight of the event was a visit to the "The Meadow" sponsored by the State Fair of Virginia. A power point presentation on the future of the State Fair was presented by its President Curry Roberts. The new fair site will be next door to Kings Dominion.

Shenandoah County's Interim Fair Manager Marcy McCann said, "From start to finish the conference was beneficial. Our Competitive Exhibit Superintendents have been working since October on new ways to display exhibits and winning entries. A presentation by Marla Calico of the IAFE highlighted things we can implement quickly to better showcase our exhibits. To augment that, on May 13th Marla will present a Webinar at our location to share this information to the superintendents."

Valuable information was presented by Richard Zimmerman, of Kings Dominion Theme Park, who updated the Group on park visitation trends and how they are influencing Park amenities.

The fifties themed dinner was complete with a crowd-pleasing Trivia contest that reminded the attendees that fairs are also about entertainment. The investment made by regional county fairs participating in this conference will translate into a more interesting and exciting time for fairgoers this year.

Contact:

Marcy McCann

Shenandoah County Fair

540-459-3867

540-459-4600 fax

Email shenfair@shentel.net

300 Fairgrounds Road

PO Box 264

Woodstock, VA 22664

Dennis Cupp email is dennis@rockinghamcountyfair.com

Phone is 540-434-0005

Photo:

Marcy McCann, Joye Wood, Kathy Burke, Wendy Weir, Dawn Wenger, Dennis Cupp