

## Media Alert

### **For Immediate Release**

**Treasure the Memories  
of Our Roots  
July 28 – August 2, 2014  
Rooted in the Community for 31 years.**



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#### Opening Ceremonies

Schuylkill County Fair will officially open the doors to the 2014 edition of the Schuylkill County Fair at 4PM on Monday, July 28. The opening ceremonies will be a little different this year with a combination of the old and new as we “Treasure the Memories of Our Roots.” Schuylkill County Fair has been rooted in the community for 31 years. Those roots are the theme for this year’s opening ceremonies. The ceremonies will be held at the main gate to the fairgrounds. On a grassy hill above the main gate fair officials, local, county and state dignitaries will do the honors of planting a Christmas tree. Christmas in July, you say. No, but Christmas trees are the number 1 agricultural crop produced by Schuylkill County. Christmas trees have deep roots in the community and because of those deep roots Schuylkill County is number 1 in the production of Christmas trees in the state of Pennsylvania. So why not open the fair with planting of a Christmas tree donated by Halabura Farms into the soil of the grounds so that it may flourish from year to year as the fair does. The tree will then be decorated each year moving forward with the fair’s theme. From the tree planting ceremonies the delegation will move to a ribbon cutting at the gate with pruning shears. At the time of the ribbon cutting, there will be a pigeon release representing memories of past fairs when pigeons were always releases as part of opening ceremonies. The ceremonies will then move to the giant ice cream sundae put on by the Schuylkill County Dairy Promotion with ice cream donated by Turkey Hill. Check out Schuylkill County’s 2014 Dairy Princess Miss Hannah Miller and her dairy court as they dish refreshing ice cream. Speaking of Ice cream, Schuylkill County Dairy Promotion has been with the fair for 31 years. Grab a refreshing sundae and walk the fairgrounds as fair officials show

off the 2014 edition of the Schuylkill County Fair. As you walk the grounds take a close look at the other number 1 agricultural product featured at this year fair. Schuylkill County is also number 1 in the production of potatoes and potatoes are the featured exhibit at this year's fair. Who can resist this tempting root vegetable? So don't forget to see all the potato on exhibit, and grab your French fries as you make your way around the fairgrounds. French fries are of course a fair favorite. Finally as we try to create new memories don't forget to leave your memorable mark on the 31<sup>st</sup> edition of the Schuylkill County Fair by leaving you finger print "your mark" on one of the two leafless trees paintings found on the grounds making memories with the 2014 edition of the Schuylkill County Fair.

