



172 South Drive
Simcoe, Ontario
N3Y 1G6

Immediate Release

Norfolk County Fair to Receive Support from the Government of Canada

May 7, 2010 Simcoe- The Norfolk County Fair and Horse Show will receive support from the Government of Canada for this year's event through the Marquee Festival Funding Program.

Federal Industry Minister Tony Clement announced today the funding for this year's Marquee Funding for Festivals, which included a \$171,000 grant to the Norfolk County Fair & Horse Show for the production of a high profile concert for Tuesday, October 5th in the Grandstand at the Fair.

"We all enjoy the Norfolk County Fair and Horse Show year after year and I'm so pleased to deliver this investment, not only to the fair, but to our local economy," said Diane Finley. "This investment will allow us to market one of Norfolk County's key attractions and it will encourage tourism-related businesses to grow, prosper and contribute to our area."

The funds will assist the Fair in purchasing a high profile musical act for Tuesday night, provide marketing support dollars for spreading the message beyond Southern Ontario, and provide funds for infrastructure for the concerts. In the end, the economic impact study will provide the Fair with important information for planning for future fairs and documenting the success of this year's event.

"The Norfolk County Fair and Horse Show is excited to receive these funds from the Government of Canada to produce the biggest concert ever to hit Norfolk County! We believe that this will help us drive traffic to the fair in ways we have never seen before", said Karen Matthews, General Manager of the Norfolk County Fair & Horse Show.

The entire cost of this project is \$228,000 with \$171,000 coming from Industry Canada through the Marquee Festival Funding Program. The remainder of the funds will be generated by the Fair through ticket sales and sponsorship.

With this announcement being made today, the Norfolk County Fair & Horse Show will now

begin negotiating with agencies to contract a performer for the Tuesday night concert. "We will be targeting music that will appeal to a 35 plus age bracket especially those who can travel on a Tuesday night and spend the night in Norfolk County", says Matthews. "We know that overnight visitors spend more tourism dollars than those who come in for the day". Currently 20% of the 120,000 visitors coming to the fair require an overnight stay as part of their visit.

The concert lineup for the Norfolk County Fair and Horse Show will be announced in July with tickets going on sale July 28th at 9 am. "Our Grandstand Entertainment Committee has worked hard to put together an amazing lineup for this year, including fantastic concerts for Friday and Saturday nights. The Tuesday night concert is going to really put us over the top for great quality entertainment right here in Simcoe at amazingly affordable prices."

The Tuesday night show will also be a celebration of the 20th anniversary of the Lloyd S. Culver Grandstand. "We are planning a huge birthday party for our grandstand this year", says Matthews. "The funds received from the Government of Canada will turn it into a very special occasion". This past year, the Norfolk County Agricultural Society made the final payment on the \$1.5 million structure after 20 years of fundraising for the project.

The award winning Norfolk County Fair & Horse Show is the fifth largest fair in Ontario following the Canadian National Exhibition, the Royal Winter Fair, Ottawa and London and attracts over 100,000 visitors annually. It has been ranked as the "core attractor" for tourism in Norfolk County according to the Premier Ranked Process. This year's event runs October 5 - 11 at the Norfolk County Fairgrounds in Simcoe, Ontario.

- 30 -

For more information, please contact, Karen Matthews, General Manager,
Norfolk County Agricultural Society at 519 426-7280 ext. 228
kmattthews@norfolkcountyfair.com
www.norfolkcountyfair.com