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Immediate Release

Sponsorship Manager joins the team of the Norfolk County Fair & Horse Show

Simcoe, March 31st 2010 - The Norfolk County Fair & Horse Show is pleased to announce that Steven Thomson has joined the team as Sponsorship Manager. Steven brings over 15 years of technical sales and relationship development and we look forward to the increased corporate support he can provide, not only the fair, but to the other community events that are fundraising initiatives such as the Norfolk Wildlife Festival & Adventure Show and the new "Eat & Drink Norfolk" event scheduled for Friday April 23rd and Saturday April 24th.

Steven came to the Fair from a web development and marketing firm located here in Simcoe. He has developed a deep understanding and appreciation of the needs of business in our community and will work with existing partners to ensure they are getting value from the relationship with the Fair. In the coming weeks, the Norfolk County Agricultural Society will pursue new partnership opportunities as it continues to add events and entertainment to the community. We welcome Steven aboard and invite you to contact him at steven@norfolkcountyfair.com or 519 426-7280 extension 234 with any partnership questions.

The Norfolk County Fair and Horse Show is the fifth largest fair in Ontario following the CNE, the Royal Winter Fair, Ottawa and London. Last year over 101,000 visitors attended this seven-day event.

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Karen Matthews
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