

STATE FAIR

OF VIRGINIA AT THE MEADOW

The **State Fair of Virginia** – an annual Virginia tradition – offers a fun, educational experience to families and individuals of all ages. In the 2000s, public relations was integral to maintaining the public's perception of the State Fair brand and image, despite challenges: a recent gas crisis, a weakening economy, ride safety and visitor safety, a new location 20 miles north of Richmond.

To meet its PR needs, SFVA contracted with Windy Campbell from 2005 to 2009 to implement public relations statewide, raising consumer awareness of the State Fair. The goal: to encourage Virginians to support the State Fair of Virginia, through attendance and participation in competitions. Through successful marketing / PR in 2005-2009, the 11-day State Fair event maintained annual attendance of nearly 250,000 visitors and 10,000 competition entries.

To help Fair officials meet their PR goals, Windy Campbell worked closely with SFVA to identify newsworthy and compelling story angles. Windy supported the State Fair's 150 year-old mission of celebrating Virginia's heritage by generating positive news articles throughout Virginia showcasing local area youth involved in competitions and other aspects of the State Fair. In 2008-2009, more emphasis was placed on the State Fair's historic move to Caroline County, Virginia, in September 2009. Through written press releases, Windy successfully pitched news media on "localized" story angles.

Through media training and developing essential skills critical to media relations, Windy Campbell became an expert in writing key messaging and talking points, and she annually served as a Fair spokesperson with news media throughout the 11-day event.



For Immediate Release

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Make State Fair history – enter a competition!

New competitions – from Pies and Cakes, to Bull Riding and Table Setting!

DOSWELL, VA (August 20, 2009) – Virginians young and old can be part of State Fair of Virginia history, when they enter their favorite hobby or animal in a State Fair competition! They can be among the first exhibitors – and among the first to win a coveted blue ribbon – at the State Fair's new permanent home: The Meadow Event Park in Caroline County, Virginia.

Located 20 miles north of Richmond and 30 miles south of Fredericksburg in Doswell, Virginia (Interstate 95 at exit 98 next to Kings Dominion), The Meadow Event Park's grassy fields and views of rolling hills are the perfect setting for the hundreds of competitions: from animals, agriculture and equestrian sports, to crops, baked goods and crafts!

2009 competition registration is now being taken for the 2009 State Fair, to be held Thursday, September 24, through Sunday, October 4. Entry forms and other information on 2009 competitions can be found at www.statefair.com/competitions/.

New baked goods competitions include the King Arthur Flour Classic Apple Pie Contest, to see who can bake the best of an American tradition, following a recipe using King Arthur Flour. On Saturday, September 26, the new Search for the Best Angel Food Cake Dessert State Championship invites cake winners from local fairs across the Commonwealth to compete in the State Championship for the Grand Prize! In the Arts & Crafts Building, Fairgoers can check out – and vote on – the best table in the Table Setting for Two Competition – whose new theme this year, "Triple Crown," takes its cue from the historic nature of the State Fair's new home - The Meadow Event Park. Famous race horse Secretariat, winner of the 1973 Triple Crown, was born and trained on the property.

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