



27TH ANNUAL SALEM FAIR DRAWS RECORD CROWDS

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The Salem Fair wrapped-up its 12-day run at the Taliaferro Complex last night, but not before posting gains in attendance and revenue for the sixth straight year. Fair Manager, Carey Harvey cutter, says attendance for this year's event was the highest in fair history as approximately 340,000 folks toured the 14-acre midway.

"We just had a phenomenal two weeks of fair activities this year." says Harvey cutter. "For the most part, the weather was outstanding and as a result, ticket sales for rides were way up and the independent food operators also reported very solid gains."

Attendance for the opening night of the fair was the highest since 2010 and July 4 attendance was greater than any other Independence Day in the history of the fair. In addition, when patrons were asked to bring canned food to the fair on July 8 for the Salem Food Pantry, they responded by contributing 13,000 pounds of non-perishable food items and boosting attendance on that evening by nearly 50 percent.

"We collected a lot of food and we sold a lot of food," says Harvey cutter. "In fact, on July 4 one vendor sold all 250 turkey legs he had prepared and later went out to a local Kroger store and purchased all the ribs they had in the store."

Creative arts and horticulture exhibits also were up 30 percent this year as 2900 individual exhibits from 940 exhibitors were on display.

"I've often said that when you offer a quality product like Deggeller Attractions does, the public will respond," says Harvey cutter. "But, I also believe our free shows this year, ranging from a Las Vegas illusionist to a German juggler to an educational Grizzly Bear performance were some of the best we've ever had."

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