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## **Evergreen State Fair lands new sponsors despite economy** *Sponsors and vendors see strong value in commitment to annual fair*

Snohomish County's Evergreen State Fair is on schedule to fill its annual sponsorships despite the recent economic downturn.

Specifically, the annual fair, which runs from Aug. 27 through Sept. 7 this year, has landed two new major sponsors: Unique Beverages of Everett, which produces "Wired" and "Cascade Ice" products, and Smith Brothers Farms of Kent, a Washington dairy producer since 1920.

"Wired" and "Cascade Ice" have been named the Official Energy Drink and the Official Water of the fair, while Smith Brothers Farms will help promote the annual event on more than 1.2 million milk cartons weekly beginning the last week of July.

Both companies will have on-site presence during the 12-day event ranked 25<sup>th</sup> largest fair in the country and will provide product sampling and support to the more than 75 food-and-beverage locations throughout the fairgrounds.

"The early support of these regional companies shows what value sponsorships at the Evergreen State Fair continue to have," Snohomish County Executive Aaron Reardon said. "This partnership should provide the county and these businesses exclusive and profitable results."

Sponsorships are critical to the overall success of the fair each year. The Evergreen State Fairgrounds works with more than 130 sponsors annually to help produce the fair. Sponsorships with local, regional and national businesses provide on-site opportunities as well as publicity for the businesses and fair.

"We recognize that the current economy makes it a challenge for businesses to choose where they will spend their money and time," said Fairgrounds Manager Mark Campbell. "We are pleased to see so many of last year's partners returning this year as well as new partners. We fully expect to increase our overall participation and sponsorship support of the Evergreen State Fair this year."

**The Evergreen State Fair**  
**Celebrating 100 years of fun . . . that's what it's all about!**  
**August 27 through September 7, 2009**

Interest also has been high for vendors at this year's fair. The county has received more than 125 new applications to date for about 275 locations.

The Evergreen State Fair has been a Snohomish County family attraction and treasure for more than 100 years. More than 800,000 people from throughout the region visit the annual 12-day Evergreen State Fair.

For information on sponsorships or vendor opportunities, contact Mark Campbell at 360-805-6704 or [mark.campbell@snoco.org](mailto:mark.campbell@snoco.org).

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