



Presented by



**MAGUIRE**  
FAMILY OF DEALERSHIPS

**Friday, February 3, 2023**  
**2pm to 10pm**

**Saturday, February 4, 2023**  
**10am to 10pm**

**Sunday, February 5, 2023**  
**10am to 6pm**

# **The Tradition Continues!**

## **Winter Fair 2023**

### **New York State Fairgrounds in the Expo Center**

Media Release: Syracuse, New York, Updated January 6, 2023

It's "All the Fun of the Fair" inside the Expo Center on the New York State Fairgrounds. This is the 4th edition of this event featuring the food, rides, music and entertainment that people enjoy in the summer. Winter Fair 2023 can attract over 20,000 people in attendance! This major event will take place Friday, February 3 through Sunday, February 6, 2022. Advanced sale tickets are available now at [www.nyswinterfair.com](http://www.nyswinterfair.com). Advanced tickets are \$5 for adults and \$3 for teens/pre-teens and seniors. Children 10 and under will be admitted free of charge. At the door, admission is \$7 for adults and \$5 for teens/pre-teens and seniors. Children 10 and under will be admitted free of charge. Parking is free for all advanced ticket holders. If attendees come after 7pm, admission to Winter Fair inside the Expo Center will be free and parking will be \$10.

"We are excited to continue the tradition. Everyone loves the New York State Fair! We want to give families a chance to experience elements of the Fair during the winter. It's great to have an event to bring your friends and family to. The New York State Fairgrounds have great year around events and Winter Fair is an annual tradition in "Making Memories". **said Steve Becker of Premier Promotions, the Promoter of Winter Fair 2023.**

The Presenting Sponsor for Winter Fair 2023 is **Maguire, Family of Dealerships**. They wanted to support this community event and we appreciate that they are participating. They care about Central New York and recognize that this event gives an opportunity to enjoy with family and families.

Another new sponsor for Winter Fair 2023 is **Amazon**. They will be sponsoring The Amazon Winter Fair Stage. "At Amazon, we are all about delivering smiles and we know Winter Fair brings a lot of smiles to the Central New York community," said **Irfaan Hafeez, Amazon's general manager of its SYR1 fulfillment center in Liverpool**. "We are proud to sponsor this event and celebrate all of the great things the region has to offer – including the exciting music acts that will be performing on the Amazon Winter Fair Stage.

Winter Fair 2023 will take place again inside the Expo Center, which is the largest open space venue outside New York City between Boston and Cleveland. Winter Fair 2023 will fill the Expo Center with a variety of food vendors, crafters, businesses, and non-profit organizations along with rides, entertainment and special features.

Winter Fair 2023 is receiving a tremendous amount of support from our representatives in the Central New York community. Onondaga County will be presenting the Winter Fair Fireworks on Friday February 3 and Saturday February 4, 2023 at 9:30pm by the Expo Center. **Onondaga County Executive Ryan McMahon said,** "We are proud to once again be a sponsor for this fun, family friendly event! The Winter Fair continues to grow each year and I want to thank Amazon for stepping up to help make this event happen." McMahon continued, "I encourage everyone to check out all the new and exciting things happening at Winter Fair 2023!"

"Syracuse doesn't just experience the winter season, we embrace it. Winter Fair is a fun way to enjoy all that we love about The Great New York State Fair in the heart of winter," **said Syracuse Mayor Ben Walsh**. "Winter Fair helps shorten a long season by giving families another way to celebrate winter and supports our local economy by creating jobs and drawing visitors to our community."

Both Onondaga County and the City of Syracuse will be exhibiting at this event with different departments for outreach with the attendees.

Also for the upcoming Winter Fair, Central New York State Senators and Assembly Members will be promoting the event to their constituents, as well as participating in the Winter Fair. They see that this event brings the community together and is an attraction to bring people to Syracuse!

“Winter Fair has become an annual Central New York tradition, and I am pleased to welcome the Winter Fair back to the 129<sup>th</sup> Assembly District in 2023. The Winter Fair provides both an economic and an entertainment boost half-way to the annual Great New York State Fair. It is a great opportunity for our community to enjoy the food, thrills and excitement of the New York State Fair in an indoor setting. There is something for everyone,” said **New York State Assemblyman William Magnarelli**.

“Once again, we thank Amazon for embracing the traditions of Central New York as their own by sponsoring this year’s Syracuse Winter Fair. This fun family event not only highlights the versatility of our Expo Center, but features local food vendors, crafters and resources from our community agencies. A great countdown to the New York State Fair and no waiting for your Pizza Fritte!”- **New York State Assemblyman Al Stirpe, 127<sup>th</sup> District**. The Amazon Fulfillment Center is in the 127<sup>th</sup> District.

“After the holidays pass, the Winter Fair gives us all something to look forward to during the coldest time of year. The food and entertainment provides indoor enjoyment that I know many from our area and beyond will come to experience,” said **New York State Assembly Member Pamila J. Hunter**.

“In Central New York, we’re creative in finding ways to enjoy the snowy, cold winters, and the Winter Fair is a perfect example. It gives us an inside venue to enjoy fair rides and all the indulgent fair food, and it’s also a great boon for the local economy in the middle of winter when business tends to slow down. Thank you to the New York State Fair for providing the Expo Center, and I look forward to another successful Winter Fair season,” said **New York State Senator Rachel May**.

**New York State Senator John W. Mannion** said, “The Winter Fair has quickly become Central New York’s newest annual tradition by showcasing the best of our local businesses, craft makers, and culinary delights. I’m excited to welcome Winter Fair 2023 back to the fairgrounds and encourage everyone to attend this family friendly event.”

The New York State Fair and other events at the Fairgrounds are an attraction to bring people to Syracuse and Onondaga County. We are the heart of New York. The Winter Fair is a community event for Central New York and is also an economic boost bringing in people from across New York State, other states and even Canada.

“With great food, live entertainment, a midway of rides and a variety of carnival games, Winter Fair will once again bring together people from throughout the region to enjoy a fun-filled February weekend,” added **Danny Liedka, President & CEO, Visit Syracuse**. “We look forward to working with the team at Winter Fair to promote this celebrated family-friendly event.”

Much appreciation to our other Sponsors currently including: United Health Care hosting the Healthcare Village, WellNow Urgent Care, A-Verdi Storage Containers, Bass Pro Shops, Karate John’s, Humana, Colonial Laundromats, ServPro of SW Onondaga County, D’Arcangelo CPAs, Bud Light Seltzer, Marriott Syracuse Downtown, Charles Signs, Ashley Lynn, Seven O’s RV and Kikki’s Authentic Greek Cuisine.

Also thank you for the support from the media. Our Radio Media Partner is Cumulus Media with 93Q, 95x, the SCORE 1260, SNGL; PBS TV and Radio, WCNY; CNY Latino, Eagle Newspapers, Park Outdoor and Table Hopping. Special thanks as well to NewsChannel 9, CNY Central 3, 5 & 6, Syracuse.com and the CNY Business Journal for their coverage.

It's rare during the winter to have a chance to enjoy rides, games and Carnival food indoors provided by Main Event Amusements. Winter Fair again will feature a Mini-Midway with rides that include: Roc-o-Plane, the Scrambler, the Spider, Giant Slide, the Sea Ray, Merry-go-round, Clown-Around Fun House and NEW will be the family Dragon Coaster! Plus more to come.

Where can you get pizze fritte in the winter? Of course at Winter Fair! A staple of the Fair, Villa Pizze Fritte will be there along with Fair favorites such as Kikk’s Authentic Greek Cuisine, BBQ with Limp Lizard, Hoffmann Hot Dogs, Coneys, and definitely there’s State Fair Sausage Sandwiches. Also at the event will be Baked Potato Express, Glazed & Confused Donuts, Pizza from Paradise, Razzle Dazzle with Vegan selections and Italian ices, Sarita’s Spanish Cuisine, Oompa Loompays with Filipino Fusion food, Dean’s Concession featuring chicken tenders, French friend and blooming onions, plus Paradise ice cream and new this year, Who Wants Smoke with Southern Comfort food including lamb chops. More food selections will be added. Plus there’ll be beer, wine, lemonade, coffee, hot chocolate, water and wine Slushies from Ashley Lynn. A complete list of food vendors and menus will be online in January at the Winter Fair website.

There will be wall-to-wall entertainment on the Amazon Winter Fair Stage. Music performers will include on Friday February 3<sup>rd</sup>: Paul Davie with a Beatles tribute, Letiza, and the blues/rock group The Ripcords; on Saturday February 4<sup>th</sup> it's Austin Jimmy Murphy, the duo of Colin Aberdeen and Max Eyle, classic rock with the Barndogs, and the funk, pop and R&B band Brass Inc. Sunday February 5<sup>th</sup> will feature 5 to Life, a 90-minute Gospel Sunday program. Gospel Sunday is presented by the NAACP. Wrapping up Winter Fair 2023 will be the legendary R&B/Funk/Soul group, the Brownskin.

Additional features will highlight the Six Nations Native American dancers, martial arts demonstrations with Karate John's, Irish dancers from St. Francis Academy, a fashion show with LS Jones, Latino Dancing with La Familia, Multi-Cultural Entertainment with the New Americans and Immigrants community, Gotta to Dance performance will be at Winter Fair 2023. There will be more special features announced. A complete schedule of entertainment and special features with times will be available in January at The Winter Fair website.

Plus a new feature will be a High School Band Competition. happening on Saturday February 4 from 1pm to 2:30pm. We will have the competition as a pep band format with 10 to 15 students from each high school participating. So far the schools participating include Henninger ESM and CBA. We anticipate another 2 more schools participating. The grand prize will be \$500 to the winning band along with unlimited midway rides wristband. Runnerup will receive \$250, 3rd place \$100, 4th place \$50, 5th place \$50, 6th place \$50.

We will have at Winter Fair 2023 special areas for the NAACP Van Robinson Pan African Village, the Six Nations Indian Village, the Latino Village and for the New Americans and Immigrants.

Yes, the Ice Sculptures will be back, lining the walkway to the Expo Center.

Winter Fair 2023 will include chances to help give back to the Central New York community. The NAACP will be managing the Coat Check and will receive a portion of the proceeds. The Carol Baldwin Breast Cancer Fund will be exhibiting in the event. The Price Chopper/Market 32 Winter Fair Hoops will be back with attendees shooting baskets and winning prizes for donations to the Boys and Girls Club of Syracuse through the Jim and Juli Boeheim Foundation.

More information and a link to ticket sales can be found on The Winter Fair's website at [www.nyswinterfair.com](http://www.nyswinterfair.com). Also updates will be on Facebook at [www.facebook.com/nyswinterfair/](https://www.facebook.com/nyswinterfair/)

Winter Fair 2023 is not affiliated with the Great New York State Fair.

Contact: **Steve Becker, The Winter Fair Promoter**, 315.727.9393, [steve@premierpromo.com](mailto:steve@premierpromo.com)

Winter Fair is produced by Promoter Steve Becker, owner/president of Premier Promotions. Premier Promotions marked its 26<sup>th</sup> year in 2022. Steve also is the producer for Jazz in the City and the Small Business Show – SOHO Syracuse along with event management for such events as: the Northeast Jazz and Wine Festival, the New York State Rhythm and Blues Festival, Taste of Syracuse, Parade of Homes and the Syracuse International Film Festival.

The Winter Fair Associate Promoter is Allen LaVenture of Synergy Holdings. Allen is a marketing & event specialist for events and organizations such as: Salt City Comic Con, the Independence Day Celebration, Syracuse Silver Knights, the Syracuse Crunch and the New York State Fair.