



Presented by



MAGUIRE
FAMILY OF DEALERSHIPS

Friday, February 2, 2024
3pm to 9pm

Saturday, February 3, 2024
11am to 9pm

Sunday, February 4, 2024
11am to 5pm

The Tradition Continues!
Winter Fair 2024
In the Expo Center
At the New York State Fairgrounds

Media Release: Syracuse, New York, November 15, 2023

“Enjoy the Fun Inside the Expo Center” at the New York State Fairgrounds. It’s a taste of Summer in the middle of Winter. This is the 5th edition of this major community event featuring the food, rides, music and entertainment that people enjoy throughout the summer. Winter Fair 2024 can attract over 20,000 people in attendance! Winter Fair 2024 will take place Friday, February 2 through Sunday, February 4, 2024. Advanced sale tickets are available now at 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 from AmeriCU.

“We want to give people a chance to have some summer fun. It’s great to have an event for all ages, where you can bring your friends and family to. The New York State Fairgrounds have great year around events and Winter Fair has become an annual tradition in “Making Memories. **said Steve Becker of Premier Promotions, the Promoter of Winter Fair 2024.**

Coming back as the Presenting Sponsor for Winter Fair 2024 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 Sponsor is back for Winter Fair 2024 is **Amazon**. They will be sponsoring The Amazon Winter Fair Stage. “Nothing brings people together like a fair, and that is certainly true with Central New York and Winter Fair,” said **Adi Shankar, director of operations for Amazon’s SYR1 fulfillment center.** “We are proud and excited to be back as a sponsor for this year’s event. The Amazon Winter Fair Stage will again be hosting many fantastic music acts, and we’re looking forward to enjoying it along with the entire community.”

A brand-new Sponsor is AmeriCU. They will be providing Free Parking at Winter Fair 2024. “AmeriCU Credit Union is proud to be a part of a community event that brings families, friends and neighbors together. To us, community means more than just having a financial center in town. It is about making personal connections to help thrive and build a stronger community. We are thrilled to provide free parking courtesy of AmeriCU Credit Union and look forward to seeing so many of you at the event,” stated **Ron Belle, President/CEO of AmeriCU.**

At Winter Fair 2024, we have a very special feature added. We are bringing to the event the Legends of Syracuse University Athletics from Football, Basketball and Lacrosse. “**Legend Athletics** works with current and past players so they are able to market their own NAME, IMAGE, & LIKENESS with apparel, events, branding but most importantly being able to work with their branding with the University's/colleges they played for. We are bringing back to Syracuse for the 2024 Winter Fair the Syracuse 8, Michael Owens, Robert Drummond, John Wallace, Lawrence Moten, Pearl Washingtons family, and many more once confirmed,” shared **Patricia Mussi, owner of Legend Athletics.**

Winter Fair 2024 is receiving a huge amount of support from our representatives in the Central New York community. Onondaga County will be presenting the Winter Fair Fireworks on Friday February 2 and Saturday February 3, 2024 at 8:45pm by the Expo Center. **Onondaga County Executive Ryan McMahan** said, “Onondaga County is proud to once again be a sponsor of the Syracuse Winter Fair! From great entertainment and delicious food to a mini midway and spectacular fireworks show, there is something for everyone.” McMahan continued, “Our community is fortunate to host such great events like the Syracuse Winter Fair and I look forward to another successful year!”

“This is a great opportunity to experience the fun of the summer in the heart of winter in Syracuse,” said **Syracuse Mayor Ben Walsh**. “The Winter Fair has become an annual tradition that brings local businesses, nonprofits and Winter Fair favorites together for a memorable weekend for all.”

Both Onondaga County and the City of Syracuse will be at this event 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!

“As the days get shorter and the temperature drops in Central New York, most of us are looking for fun activities away from the weather outside, and the Syracuse Winter Fair is a great answer. It gives us a warm space to enjoy everything we love when we go to a fair, and it’s also an excellent boost for the local economy during the winter months when business tends to slow down. I hope everyone gets the chance to have fun on their favorite ride or indulge in their go-to fair food at this year’s Syracuse Winter Fair,” said **New York State Senator Rachel May**.

New York State Senator John W. Mannion added, “Winter is coming – and that means Winter Fair 2024 is right around the corner! Be sure to once again join me at the Expo Center for this family friendly extravaganza to enjoy the region’s finest food, culture, and crafts, and fun!”

“Winter Fair has become an annual Central New York tradition, and I am pleased to welcome the Winter Fair back to the 129th Assembly District in 2024. Winter Fair is home to great food and live entertainment while also serving as a showcase to highlight numerous local businesses. I know that many people from throughout the region are looking forward to another fun-filled February weekend.” said **New York State Assemblyman William Magnarelli**.

"As the temperatures cool off, New Yorkers are looking forward to warming their bellies with all the delicious fair favorites at the Syracuse Winter Fair. This family fun event is such a great showcase of our area with so many vendors, crafters and community resources available at the Expo Center. We thank Maguire Family of Dealerships for helping put this on, and Amazon for bringing the stage to life with the type of entertainment we all know and love to enjoy at the fairgrounds." - **New York State Assemblyman Al Stirpe, 127th District**.

“After the holiday season ends, the Winter Fair becomes the highlight of winter for many of us, offering indoor enjoyment with tasty food and entertaining shows that bring together people from all over Central New York. This year marks the 5th edition of Winter Fair, promising to continue the tradition of excitement and entertainment for the entire family! Get ready for another year of fun and festivities!” said **New York State Assembly Member Pamila J. Hunter, 128th District**.

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.

“As Winterfair continues to get bigger and better each year, this fun-filled February weekend will once again bring together people from throughout the region,” said **Danny Liedka, President & CEO, Visit Syracuse**. “With so much to see and do, the three-day family-friendly event provides tremendous value alongside boundless opportunities for delivering lasting magical memories. We are truly fortunate to work with the team at Winter Fair to promote this annual event far and wide.”

Much appreciation to our other Sponsors currently including: A-Verdi Storage Containers with an Ice Sculpture, Bass Pro, Karate John’s, Marriott Syracuse Downtown, ServPro of SW Onondaga County, D’Arcangelo CPAs, Michelob Ultra, Charles Signs, 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, the CNY Business Journal, WAER and 55 Plus 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 the family Dragon Coaster! Plus more to come.

Yes, there will be plenty of food. A staple of Winter Fair, Villa Pizze Fritte will be there along with Winter 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, Pizza from Paradise Companies, Our Vegan Corner, Sarita's Spanish Cuisine, **Hammi's BBQ Mexican Street Corn**, Dean's Concession featuring chicken tenders, French fries and blooming onions, plus Paradise Companies ice cream. More food selections will be added. Plus there'll be beer, wine, lemonade, beverages, water and wine Slushies. A complete list of food vendors and menus will be online in January at the Winter Fair website.

There will be entertainment on and by the Amazon Winter Fair Stage. Music performers will include on Friday February 2nd: Austin Jimmy Murphy, Custom Taylor Band, and Prime Time; on Saturday February 3rd it's Jess Novak, the award winning funk, pop and R&B band The BlackLites and classic rock from Dangerous Type. Sunday February 4th will feature a 60-minute Gospel Sunday program under the direction of Cora Thomas and wrapping up Winter Fair 2023 will be the legendary R&B/Funk/Soul group, Brownskin and Joe Driscoll.

A special feature will be the Legends of Syracuse University Athletics for football, basketball and lacrosse. Each day there will be a Questions and Answers panel along with your chance to Meet & Greet the Athletes. Plus you will have a chance to purchase special merchandise from Legend Athletics that will be debuted at Winter Fair 2024. This is an opportunity to provide NIL (Name, Image and Likeness benefits) for these Legends. A percentage of sales will go to the Boys and Girls Club of Syracuse. The Syracuse University Legend Athletes that will be attending will be promoted in January on the Winter Fair 2024 website.

Additional features will highlight an Irish Dancing competition, the Six Nations Native American dancers, martial arts demonstrations with Karate John's, a fashion show with LS Jones, Latino Dancing with La Familia, Multi-Cultural Entertainment with New Americans Diversity, and Gotta to Dance performance will be at Winter Fair 2024. There will be A complete schedule of entertainment and special features with times will be available in January at The Winter Fair website.

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 Diversity Village.

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

Winter Fair 2024 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 Food Bank and Rescue Mission was be there too raising donations for their organizations. 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.

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

Winter Fair 2024 is not affiliated with the Great New York State Fair.

Contact: **Steve Becker, The Winter Fair Promoter**, 315.727.9393, steve@premierpromo.com

Winter Fair is produced by Promoter Steve Becker, owner/president of Premier Promotions. Premier Promotions marked its 27th year in 2023. 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.