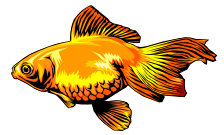
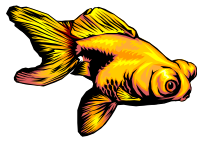




79th Annual San Gabriel Valley

4-H Fair

April 24-25, 2010



TO: 4-H Clubs

FROM: Debbie Treadwell, Adult Publicity Director, SGV 4-H Fair

2010 Theme: Under the Sea

Spread the word about the 2010 San Gabriel Valley 4-H Fair

We want to publicize the 79th Annual San Gabriel Valley 4-H Fair, "Under the Sea", which will be held at the Jr. Fairgrounds in Chino on the weekend of April 24-25, 2010. Local papers are usually willing to print articles about what is happening to local community members. Some clubs already have a good relationship with their local paper and 4-H articles are printed.

As the fair Publicity Director, I can send you information about the fair. Write an article for your local paper and send me a copy. If you don't want to write the article yourself, I can send you an article to submit (or send me the paper's name and address, and I will send the article directly). I have attached a news release and cover letter for you to use.

We are also interested in publicizing the fair on the radio and television. Please send me the name, address and phone number of your local stations. I can send them the information.

I have also attached a fair flyer for you to use for advertising the fair. Please make as many copies of the flyer for you to use for advertising the fair. You can alter the flyer to make it more suitable for your club. The flyer could be added to your club newsletter, displayed in stores and information centers in your community, and/or given to families and friends. When reproducing the flyer, you could use heavier paper for posters and perhaps colored paper to attract more attention.

This year we are again trying to promote the Saturday evening Barbecue at the fair. Advanced ticket sales for the barbecue are encouraged. Tickets purchased the day of the barbecue will actually be \$2.00 more per ticket than if purchased in advance. The actual tickets for advance orders are picked up at the fair. A Barbecue flyer and ticket order form is available.

Start getting ready for the fair now. Read the fair fly sheet carefully so you understand the changes in the fair for this year. Volunteer to help. Encourage your club members and alumni to enter and attend. The schedule is about the same as last year. Set up for the fair will generally start at 3 pm on Friday. This year late entries will be accepted until 8:30 am on Saturday morning. Judging of Home Economics entries will be done on Saturday, not Friday. There will be hands-on activities on Saturday from 10:00am to noon and 2:00pm to 4pm. There will be a Primary Horse Show, Vendor Fair, Alumni activities and a special performance by the "Star Performers". Encourage your club members, alumni, families, friends and community to participate in this year's fair.

I would appreciate your help in advertising the SGV 4-H Fair for April 24-25, 2010. We would like this year's fair to be the biggest and best.

For additional information or questions, contact Executive Director, Debbie Treadwell (909) 374-8342 or email: info@sgv4hfair.com