



## PRESS RELEASE

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### **Sangamon County Fair Sees Considerable Attendance Increase**

The 2023 Sangamon County Fair, which ran June 14-18, saw beautiful weather and a sizable increase in the number of visitors from 2022. Thirty-six percent more visitors came through the gates this year, resulting in a bustling carnival midway, lengthy lines at concession stands and sizable crowds for events. Comprehensive grandstand attendance was 7,619 for Blackberry Smoke and Stoney LaRue (Thursday), rodeo (Friday), demolition derby (Saturday) and truck and tractor pull (Sunday).

“The fair board worked really hard this year to add some new events and make some calculated changes that resulted in success and positive feedback from our audiences,” said Roy Pierceall, president of the Sangamon County Fair Board of Directors. “We’re excited to build on what we learned this year for the direction and future of the fair for years to come. Thank you to all of our sponsors, volunteers and supporters for making it a great year. In order to accommodate everyone, we even had to get creative and find new places to park cars on rodeo night! It’s a great problem to have.”

The Friday night rodeo drew a standing-room-only crowd, and showcased the agricultural mission of the Sangamon County Fair with multiple events and a mutton busting pre-show.

Nineteen-year-old Brook Stuebs of Loami was crowned the 2023 Sangamon County Fair Queen at Wednesday night’s pageant. Daughter of Anna Stuebs and Ryan McCallum, she is a 2022 graduate of New Berlin High School and completed the Certified Nursing Assistant program at Capital Area Career Center. This fall, Brook will be a sophomore at the University of Illinois at Urbana-Champaign where she is pursuing a major in Interdisciplinary Health Sciences and plans for a career in Pediatric Nursing.

New to the fair this year was the Lego building competition, a partnership with the Springfield Area Home Builders Association and the Illinois State Fair. The local event gave 80 children and youth the opportunity to qualify for the August ISF competition.

“It was wonderful to see the Commercial Building full of families, here for the Lego competition, but also enjoying the agriculture-focused kids’ activities in this space. Educating the next

generation about where our food comes from is so important for the health of our communities.” Pierceall said.

The Sangamon County Fair, located in New Berlin, Illinois, is a nonprofit organization operated by a volunteer board of directors, serving visitors from Sangamon County and beyond. The board strives to provide the highest quality entertainment possible at an affordable price.

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