

# The PAS POST

News Involving, Concerning & of Interest to  
The Paris Agricultural Society

Edition 2011 Quarter 3

visit [www.parisfairgrounds.com](http://www.parisfairgrounds.com)

PAS Est. 1858



With just 49 days to go until the 153<sup>rd</sup> Paris Fair opens, the excitement and anticipation is certainly beginning to mount!

The 2011 edition of the Paris Fair sees us charting new territory, reaching new levels while paying careful attention to ensuring our core events and attractions remain at their usual 'top-shelf' quality.

Earlier in June we announced the stunning entertainment line-up during a media session that was very well attended by all our media partners. In that session PAS President, Alan Moore, PAS Homecraft President, Heather Telfer along with PAS GM, Russell Press announced a flurry of planned big shows (**including CCMA Award Winning Country Music Stars Victoria Banks & Gord Bamford**), an array of events and a number of very strategic partnerships all aimed at providing the most value possible for the tens of thousands that visit the Paris Fair annually.

For a listing of the over 150 shows, displays & competitions, 12000+ exhibits on the 7 stages, in the 5 buildings covering all 117 acres of our property – be sure to visit the Paris Fair section of our website.

Here is a link to the online schedule of events <http://parisfairgrounds.com/pasfair.shtml> . Hard copies of the 2011 Paris Fair brochure are available in the PAS office or throughout local businesses. Be sure to get your copy TODAY so you don't miss a second of the fun!

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The 2011 Paris Fair is proud to be partnered with the Calgary Stampede who in July 2012 will be celebrating their 100<sup>th</sup> Anniversary!

The Calgary Stampede, an icon in the exhibition industry invites you to be a part of the experience, the celebration & the memories July 6-15, 2012.

The Paris Fair & the Calgary Stampede are giving you a chance to WIN A TRIP FOR TWO, including hotel & roundtrip airfare to The 2012 Calgary Stampede!

Every ticket sold for the Paris Fair Sunday Country Concert Premium Seat Package (just \$12) will be entered in a draw to be made during the Victoria Banks & Gord Bamford shows – you MUST be a Premium Seat Ticket Holder & you must be at the show when the draw takes place!

For all the contest rules and details on how you could be going to the 100<sup>th</sup> Calgary Stampede, just click here! <http://parisfairgrounds.com/pasevent-individual.php?id=35>



The “Highway 24 Concert Connection” strategic partnership between two of Ontario’s top fairs, Labour Day Weekend Paris Fair & Thanksgiving Weekend Norfolk County Fair & Horse Show has been renewed for 2011.

Ticket buyers for any of the seats for the Grandstand performances at Norfolk County Fair & Horse Show will receive \$1.00 off advance admission to Paris Fair which can be used to see 2010 Male Artist of the year **Gord Bamford** on September 4th - 8 pm at the Paris Fair.

Then while you are there you can get your passes for the great line up of entertainment happening just down hwy 24 October 4-11!

Visit <http://www.norfolkcountyfair.com/> for details

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The Paris Agricultural Society (PAS), host of the Annual Labour Day weekend **Paris Fair** – September 1 through 5, 2011 – is extremely pleased to announce they will **partner with the 2011 Canadian Country Music Awards** (CCMA week September 9 – 12, 2011) being held in Hamilton, Ontario.

Fans attending the 2011 Paris Fair Sunday Country Music Concert on September 4<sup>th</sup> will not only be entertained by two CCMA Award Winning superstars but they will also be treated to experiencing the CCMA build up first hand. Though it cannot be confirmed just yet who will be in attendance (due to touring schedules & availability), the organizers of the 2011 CCMA are working hard to have a surprise guest-star or two of Canadian country music in attendance during the Paris Fair Sunday Country Music Concert (September 4<sup>th</sup>), now dubbed “**CCMA Paris Fair Fanfest**”!

***"We are thrilled to be part of this year's Paris Fair," said Canadian Country Music Association Executive Director, Don Green. "The Paris Fair will provide an excellent opportunity for the community to begin their week of country music which culminates with the Canadian Country Music Awards, which take place at Copps Coliseum on Monday, September 12. The Paris Fair is the start of what will surely be one great week of Canadian country music in the region."***

In addition to all this, an amazing contest is now launched where one lucky winner will receive two (2) passes to the 2011 CCMA Awards Show in Hamilton at Copps Coliseum on Monday September 12. This lucky Paris Fair goer will be there live watching Canada's country music superstars performing, making presentations and participating in the nationally televised music event of the year. Included in this, the winner will also receive roundtrip transportation to the big show, courtesy of Brant County Ford.

In addition to 2010 CCMA Female & Male Artists of the Year Victoria Banks & Gord Bamford, a slew of special guests & promotions will be on hand!

This is an event you just CANNOT miss Sunday September 4th 2011 - Paris Fair - because after all like the CCMA says, 'Country Music Lives Here'!

***For all the contest details and updates on who the 'Special Guests' attending will be use this link <http://parisfairgrounds.com/pasevent-individual.php?id=36> or call 519.442.2823.***

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The highly anticipated annual equestrian competition specially designed for youth competitors is almost here. The Ontario Saddle Club Youth Team Tournament (OYTT), the largest of its' kind will take to the John Green Valley Rings July 30 & 31.

Over a thousand competitors and family members will be on site competing in this jewel of an event that brings competitors from as far away as Thunder Bay.

In the spirit of fair competition, friendship, showmanship and with an overriding goal of having fun, this event brings the equestrian stars of tomorrow together today.

The OYTT appreciates all the sponsorship and corporate support it receives.

## **HELP WANTED....HELP NEEDED!**

Setting up and preparing to host this amazing event requires a good amount of work...but seeing the faces of the young riders makes it all worth it.

In the spirit of passed Youth Team Tournament organizers, Diane Robertson & John Green, what do you say you 'pitch in' and help in bringing some fun into the lives of a few hundred youngsters?

Help is needed by the organizers to set up stalling gates, manicuring the competition areas and general set up. A couple hours from a good group of folks would be all that is needed the week leading up to the tournament.

If you could help or know of some high school teens looking for volunteer hours, please call the PAS Office to let us know when you would be available.

Thank you!

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## *WORD IS OUT ON [parisfairgrounds.com](http://parisfairgrounds.com) !*

Our website launched January 2010 is certainly earning its' keep!  
Check this out...

Number of times the Paris Fair (/pasfair.shtml) page of parisfairgrounds.com viewed

- |                              |                   |
|------------------------------|-------------------|
| ○ Jan 1, 2011 - Jul 12, 2011 | 6,945             |
| ○ Jan 1, 2010 - Jul 12, 2010 | 423               |
| ○ % Change                   | <b>+1,541.84%</b> |

This is *just* the Paris Fair page of the parisfairgrounds.com website. This would indicate there is a lot of excitement brewing for the 2011 Paris Fair and our guests are turning to our website to find out details!

More great news on this...the entire website parisfairgrounds.com has had 29% more visitors to date in 2011 over the same period in 2010!

This is great news for our events, our facilities and for our sponsors who are linked.

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## REMINDER !!!

**2011 Paris Fair Prize Books, both Hall Entries & Livestock are available now!**

**If you need your copy please call Connie in the Fair Office at 519.442.2823 ext. 221 or visit the on-line entry page on the Paris Fair website. Here's the link <http://parisfairgrounds.com/pasfair-exhibitor.shtml> .**

**ENTRY DEADLINE  
AUGUST 22, 2011**

*Let's make Connie really, really, really happy & get those entry forms in!*

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*From the PAS Wine Committee...*



PARIS  
AGRICULTURAL  
SOCIETY  
AMATEUR  
WINEMAKERS  
COMPETITION

FRIDAY AUGUST 26TH,  
2011 7PM

J.H. BUCK EXHIBITION  
CENTRE - BOARD ROOM  
PARIS FAIRGROUNDS PARIS,  
ONTARIO

TO SPEAK WITH THE COMMITTEE  
CHAIR CONTACT DENNIS FOSTER  
AT 519.756.6785

**PARIS FAIR**  
WHERE FRIENDS MEET



The PAS welcomes  
Mr. Bob Watson to the  
organization.

Bob, a resident of nearby Ayr, has  
joined the organization in the role of  
Outdoor Facility Maintenance  
Attendant.

The recent dry weather has given Bob  
a chance to get caught up in the cutting  
& trimming of our 117 acres.

In addition to the grass maintenance  
Bob is responsible for the setting up,  
taking down and maintaining of all  
outdoor event equipment.

Welcome to the team Bob!

## WE NEED YOU !

Look, there's no easy way to put this...after months of head  
scratching & door knocking, we are still in need of a Parking Chair  
for fair.

With thousands of cars to park on-site, it requires a 'take charge'  
person capable of looking ahead & making decisions.

We have support in place and you will be properly trained for the role but we need to find  
you right now.

If you are interested in the role or can think of someone you know would fit the task –  
please call the PAS Office 519.442.2823 ASAP.



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## The Paris Fair Ambassador Call

*'The Paris Fair Ambassador embodies the accomplishments of today and the potential of tomorrow'*

Do you know someone that would be a great ambassador for the Paris Agricultural Society?

The Paris Fair Ambassador Program is a wonderful opportunity for our youth to develop skills, a sense of community, and new friendships!

Please help promote and encourage those in your family and community organizations to compete.

Contestants must meet the following criteria:

- 17 to 23 years of age, as of August 18, 2011
- Male or Female
- Single
- Has not previously reigned as Ambassador of any fair

The committee is currently collecting prizes, of which includes scholarship funds. But nothing compares to the life skills gained. Below is just a sample of what past Fair Queens / Ambassadors have said about their experience.



*Being involved as a Fair Queen/Ambassador is a tremendous opportunity - there were so many skills that were gained which help one with life - public speaking, organization skills, following through on commitments, volunteering. These are crucial skills that are needed in today's life and the Fair Queen/Ambassador competition is a wonderful opportunity to learn and solidify those skills.*

Janice (Charlton) Anderson, Miss Paris Fair 1993

*My time as Ambassador was a wonderful year full of exciting places (my first stay ever at a nice hotel was the conference at The Fairmont Royal York), personal development (impromptu speeches became my specialty!), and new friends, some of whom I'm still in contact with today. Looking back over the last 10 years since my reign, I know that my experience as Ambassador influenced my life in so many ways, and I'd like to encourage this year's Ambassador to cherish every minute of this wonderful opportunity being given to you.*

Amy Belmore, Miss Paris Fair 1997

For those interested or for questions, please email [info@parisfairgrounds.com](mailto:info@parisfairgrounds.com)

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## PAS Welcomes New Orleans Pizza To Our Corporate Partnership Team

PAS has been dealing with New Orleans Pizza at the Paris Fair for a good many years. Through this new 1 year agreement together our relationship truly reaches a new level.

The objective for New Orleans Pizza vis-à-vis this agreement is to heighten awareness within this market of their commitment to this community.

Reaching out to PAS, one of the largest non-profit organizations in Brant County, the largest event facility in the

area and the producer of the largest event in Brant County is a means to achieving this objective.

PAS would like to thank franchise owner Mr. Adam Wagner for joining PAS as a corporate partner. We look forward to working with you and your staff, delivering on our commitment to use our extensive network to assist in reaching your objectives.

Also a special thank you to Pat Bowlby, PAS Treasurer for initiating this opportunity.

Once again on behalf of the Paris Agricultural Society, we welcome New Orleans Pizza - Paris to our family of partners and truly appreciate the opportunity to achieve success with you.

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## DON'T MISS OUT ON PREMIUM SEAT SUNDAY CONCERT TICKETS!

**Just a reminder, ALL Paris Fair Grandstand Shows are FREE with paid gate admission.**

**NEW for 2011...The Sunday September 4<sup>th</sup> Country Concert in the Calgary Stampede Event Bowl on the CCMA Stage has a limited number of Premium Seat – Stage Front Tickets for sale (you still bring your lawn chair though!!!).**

**For just an additional \$12 you will have stage front seats, pre-show in-seat food & beverage service, preferred access to the autograph and merchandise lanes AND each ticket purchased is entered into a draw for a TRIP FOR 2 (including roundtrip airfare and hotel accommodations) to the 100<sup>th</sup> Calgary Stampede, July 2012.**

**Tickets are available through Brant County 4H or at the PAS Box Office.  
Visit this link for all the details <http://parisfairgrounds.com/pasevent-individual.php?id=35>  
& GET YOUR TICKETS NOW BEFORE THEY SELL OUT!**