

# media release

*Colorado State Fair*  
*Colorado Department of Agriculture*  
[www.coloradostatefair.com](http://www.coloradostatefair.com)  
[www.facebook.com/coloradoag](http://www.facebook.com/coloradoag)

## FOR IMMEDIATE RELEASE

August 23, 2013

### Contacts:

Chris Wiseman, General Manager, (719) 924-0151, [Chris.Wiseman@state.co.us](mailto:Chris.Wiseman@state.co.us)

Christi Lightcap, Dir. of Communications, (719) 924-0154, [Christi.Lightcap@state.co.us](mailto:Christi.Lightcap@state.co.us)

### *Colorado State Fair Showcases Agricultural Roots*

PUEBLO, Colo. – The Colorado State Fair continues to promote youth in agriculture through various educational and fun-for-all activities.

“While the Colorado State Fair showcases a range of different activities, exhibits and vendors, its foundation stems from Colorado’s vast agricultural community,” said State Fair General Manager, Chris Wiseman. “The Fair strives to help ensure a strong agricultural future by emphasizing its importance to today’s youth.”

The mission of the Colorado Department of Agriculture (CDA) is to “strengthen and advance Colorado's agriculture industry; promote a safe, high quality, and sustainable food supply; and protect consumers, the environment, and natural resources.” As a division of the Colorado Department of Agriculture, the Colorado State Fair accomplishes this goal through educational opportunities throughout the fairgrounds.

**Agricultural Pavilion:** Colorado agriculture is showcased in a manner that is fun, educational and interactive. Learn about the many services provided by the Colorado Department of Agriculture, see exhibits from agricultural commodity and industry groups, and experience a variety of farm animals and hands-on activities.

**Colorado's Touchstone Energy Cooperative's Junior Livestock Sale, August 27:** This year marks the 50th anniversary of the Junior Livestock Sale. The Colorado's Touchstone Energy Cooperatives Junior Livestock Sale is instrumental in supporting the future of Colorado's agribusiness as it demonstrates to youth the importance of raising quality livestock and the work required of those who pursue careers in agriculture.

**Colorado Proud Store:** Looking for tasty treats and savory snacks to take home? Visit the Colorado Proud Store in the Colorado Building and find Colorado-made food products and other commodities to buy. On the weekends you'll also find cooking demos and food samples.

The Colorado State Fair also features numerous horse and livestock shows, rodeos, crop displays, and 4-H and FFA exhibits throughout the fairgrounds. The State Fair dedicates much of its time and resources to supporting 4-H and FFA, providing \$479,830 of the annual budget to supporting these organizations each year. The 2013 Colorado State Fair will mark the Fair's 141<sup>st</sup> year as Colorado's premier celebration of agriculture. The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the year; \$29 million of that activity is driven by the annual State Fair event.

The Colorado State Fair runs from August 23 – September 2, 2013. For more information, visit [www.coloradostatefair.com](http://www.coloradostatefair.com).

###