

MEDIA KIT | PA FARM SHOW | JANUARY 5-12, 2019





This media kit is designed to help you make the most of your coverage of the 103rd Pennsylvania Farm Show. Come in from the cold to Pennsylvania's state fair, where you'll find a million square feet of compelling stories, conveniently located under one roof, just waiting to be told!

THE EVENT

The **Pennsylvania Farm Show** draws hundreds of thousands of visitors to our capital city every year for a mid-winter celebration of Pennsylvania agriculture. We are proud to host the largest indoor agricultural exposition in the nation, featuring nearly 12,000 competitive exhibits, more than 5,200 of which are animal competitions, plus 300 commercial exhibits and hundreds of educational and entertaining events every year. Our state fair showcases the diversity of Pennsylvania's agriculture industry and the people who make it thrive. The show offers visitors a peek into the industry that employs nearly half a million people and contributes \$74.5 billion to Pennsylvania's economy every year.

The 2019 show runs **January 5-12 from 8 a.m. to 9 p.m. daily**, except Sunday, January 6, when it runs 8 a.m. to 8 p.m., and Saturday, January 12, when it opens at 8 a.m. and closes at 5 p.m. The Food Court in the Expo Hall will be open from 12pm to 9pm on Friday, January 4. No other areas or events are open to the public that day.



THE THEME

INSPIRING PENNSYLVANIA'S STORY

Agriculture is one of the commonwealth's leading industries, and its impact reaches all four corners of the state. From Philadelphia to Pittsburgh, Lancaster to Lehigh; the products we use, the food we eat, and the technology we develop impact our lives daily. Woven throughout this industry are the threads that hold it together: the people. Their stories, diverse and rich, help shape the future of Pennsylvania. This year's Farm Show theme, *Inspiring Pennsylvania's Story*, celebrates those individuals and their contributions to not just agriculture, but to the commonwealth as a whole. This year, we will reflect on our past and inform the future as we tell their stories, as we act as the stewards and shepherds of this industry. Because Pennsylvania has a story, and found on every page, is agriculture.

RELEASES, RESULTS, AND PHOTOS

Releases in advance of the show, as well as daily news releases, show results and photos, will be posted to www.farmshow.pa.gov under MEDIA. Links to our social media accounts are there, too. [Sign up](#) to receive daily Farm Show Media Service updates, including releases, advisories, and photos. If you subscribe, we'll also include you in distribution of PINS, the Pennsylvania Internet News Service, which includes photos, video, and press releases of many popular events like the Butter Sculpture Unveiling, Opening Ceremony and Army-Navy Cookoff.

Social media stories:

- Follow our PA Farm Show hashtags:
 - #PAFS19 (For all things PA Farm Show 2019!)
 - #FarmShowSelfie (People from your area, posing just for you!)
 - #ButterSculpture19 (Need we say more?)
 - #FSCulinaryConnection (For all things related to the PA Preferred® Culinary Connection cooking stage)



- Tag us! If you tag us in your posts about the show, we'll share your stories.
 - Facebook: Pennsylvania Farm Show (@PAFarmShow)
 - Twitter: Farm Show Complex (@FarmShowComplex)
 - Instagram: Pennsylvania Farm Show (@PAFarmShow)

PLANNING

The daily schedule is subject to change, so check back before you head out the door. If you're in doubt about an event, or you'd like to know who's competing from your coverage area, give us a call.

Here are some NEW events and features you might want to check out this year. Keep an eye out for our releases and advisories between now and the show — we'll keep you abreast of great stories your readers, viewers, or listeners won't want to miss.

THEME DAYS

Here's a brief preview of days that will have a special focus. Details of each day's highlights will be released closer to the show.

Tuesday, January 8: Ag Careers & Education Day

Agriculture offers real-life applications of Science, Technology, Engineering and Math concepts kids learn in school. On Tuesday, January 8, we will highlight the multitude of STEM careers available in agriculture with lots of hands-on activities and demonstrations. *Search: #FSAgStory on social media.*



Wednesday, January 9: Public Officials Day

Government and the agriculture industry have a long history, and a bright future, of working together! The goal of Public Officials Day at the Farm Show is to further strengthen the relationship between those in agriculture and those in government. This day is designed to foster communication and collaboration with policy makers at the local, state and federal levels. *Search: #FSStrongerTogether on social media.*

Thursday, January 10: Veterans, Military & Their Families Day

Farmers are the 2% of our nation that feeds us. Veterans are the 2% that protects us. On Thursday, January 10, we will honor those who feed, those who serve, and those who do both. It's always a good day to recognize those who dedicate their lives for our freedom. Meet a farmer veteran in person or find a story on social media. *Search: #FSVetsDay on social media.*

Friday, January 12: Resource Conservation Day

Farmers are the original stewards of our land. On Friday, January 11, we're highlighting the work of our industry to provide for the future of our state, and our nation, through farmland preservation and best management practices for conservation. *Search: #FSConservePA on social media.*

PRESS PARKING PASSES

There is no official press credentialing process for the Farm Show, but please wear or display your identification when in and around the complex. We have a limited number of parking passes for media. If you would like to request a pass, please email shpowers@pa.gov with **Farm Show Parking Pass** in the subject line before Friday December 28, and we will mail you a pass. Please include your full contact information and the media outlet you represent.



We cannot promise to accommodate all requests, because parking — unlike great Farm Show stories — is a limited commodity!

CONTACT Us

We can help set up live shots, interviews with specific Department of Agriculture or Farm Show officials, or connect you with contacts or story ideas from your coverage area. Please give us advanced notice if possible.

If we can help you find a localized story in your coverage area — say, a dairy farmer who's been at every Farm Show since 1967, a competitor with a riveting personality, a veterinarian closely checking the health of arriving animals, or a PA Preferred® Brew source — just give us a buzz or stop by.

During Farm Show, our communications team moves to Skybox 2, the Lancaster Room, above the Small Arena in the Crossroads Conference Center. The Media Room will be next door in Skybox 3, the Pittsburgh Room, to provide you a quiet working space, connection to the Farm Show Wi-Fi, a cup of hot coffee and a snack.

For press inquiries:

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