



## 2022 FARM SHOW MEDIA KIT

This media kit is designed to help you make the most of your coverage of the 106th Pennsylvania Farm Show. Come in from the cold to Pennsylvania's state fair. You'll find a million square feet of compelling stories of people from YOUR coverage area and across the state, all under one roof, just waiting to be told!

### THE EVENT

The **Pennsylvania Farm Show** draws scores 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 6,000 animals, 12,000 competitive events and exhibits, plus 300 commercial exhibits and hundreds of educational and entertaining events. Our state fair showcases the diversity and quality of Pennsylvania's agriculture industry and the people who make it thrive. The show offers visitors a peek into the industry that supports 593,000 Pennsylvania jobs and contributes \$132.5 billion to Pennsylvania's economy every year.

The 2022 show runs **January 8 -15 from 8 a.m. to 9 p.m. daily**, except Sunday, January 9, when it runs 8 a.m. to 8 p.m., and Saturday, January 15, when it opens at 8 a.m. and closes at 5 p.m. The Food Court in the Expo Hall will be open from 12 p.m. to 9 p.m. on Friday, January 7. No other areas or events are open to the public that day.

### THE THEME

#### ***Harvesting More***

The Pennsylvania Department of Agriculture invites you to join us in Harrisburg in January for *Harvesting More* at the 2022 Pennsylvania Farm Show. Following two cycles of planting, nurturing, cultivating and harvesting the bounty of one of the most productive agricultural economies in the nation and the world, we're reuniting for a live event. After celebrating our harvest virtually in 2021, it's only natural that we *Harvest More* in 2022 together.

We'll showcase a harvested bounty of innovative projects, sustainable practices, empowered agricultural leaders across the career spectrum, engaged youth and inspiring stories of Pennsylvania's bounty.

Join us as we celebrate *Harvesting More* of the fruits of labor and investments.



A 20-pound mini butter sculpture of the 2022 Farm Show logo is pictured at Vale Wood Farms in Loretto on Thursday, September 16, 2021. Sculpted by PA Garret McCall, winner of the Butter Up! competition during the virtual 2021 PA Farm Show, the butter sculpture was centerpiece for the announcement of the 2022 theme, *Harvesting More*.

## RELEASES, RESULTS, AND PHOTOS

Releases in advance of the show, as well as daily news releases, competitive results and photos, will be posted to [farmshow.pa.gov](https://farmshow.pa.gov) under 2022 PA Farm Show > Media. Links to our social media accounts are there, too.

Email [shpowers@pa.gov](mailto:shpowers@pa.gov) to receive daily Farm Show updates, including releases, advisories, daily highlights and previews, and links to photos and competition results. If you subscribe, we'll also include you in distribution of [PA Cast](#), 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:
  - #PAFS2022 (For all things PA Farm Show 2022!)
  - #HarvestingMore (Following the 2021 theme of Cultivating Tomorrow, we are Harvesting More in 2022.)
  - #FarmShowSelfie (People from your area, posing just for you!)
  - #ButterSculpture22 (Need we say more?)
  - #FSCulinaryConnection or #PAPreferred (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 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. 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.

## PRESS PARKING PASSES

There is no official press credentialing process for the Farm Show, but we ask you to wear or display your identification when in and around the complex. For safety reasons, media may not be allowed in arenas during some competitive events.

We have a limited number of parking passes for media. If you would like to request a pass, please email [shpowers@pa.gov](mailto:shpowers@pa.gov) with **Farm Show Parking Pass** in the subject

line **before Friday, December 17**, and we will mail you a parking pass. Please include your full contact information and the media outlet you represent.

## **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 advance notice if possible.

If we can help you find a localized story in your coverage area — say, a competitor with a riveting personality or unique story, a Culinary Connection featured chef, National Anthem Contest or Butter-Up Contest winner, or a PA Preferred® producer in your area — just give us a buzz or stop by.

During Farm Show, look for us in Skybox 2, the Lancaster Room, overlooking the Small Arena (stairwell entrances are at either end of the Commonwealth Connector). 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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