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News Release

5th Annual Fall Fair Grows & Evolves ...Thanks to New AFM Heritage Society Sponsors!

Over the past 3 years, the Annual Fall Fair, coordinated by the Anderson Farm Museum Heritage Society (AFMHS), at the Anderson Farm Museum (AFM), in Lively has grown and evolved rapidly- from 800 in 2008, 2,000 in 2009 to 4,000+ in 2010; from a small Walden community event to a huge City of Greater Sudbury (CGS) event- with participants and volunteers from all parts of the CGS, Iron Bridge, Lavigne, Manitoulin Island, Massey, Wahnapiatae and the Sault.

Our 5th Annual Fall Fair, on Sat. Sept.10th will be bigger than 2010- with more activities & entertainment; over 70 Art/Craft/Snack Food Vendors, Displays & Demonstrations; a larger Farmers' Market; more animals to see (small farm animals, Therapy Dogs & Therapy Llamas); the Pulling For the Cure Tug-of-War Contest and Dog Agility Demonstrations in the Paddock and much more to experience from 10am to 4pm- inside the 5 Museum buildings and throughout the 14 acre site.

With such rapid growth, the costs of hosting our Annual FREE Fall Fair have increased dramatically too. Our AFMHS volunteers have been busy since Feb.2011 recruiting new Business/Corporate/Community Sponsors and for the first time, applying for Grants to help cover the costs of this FREE CGS event.

The AFMHS would like to thank all of our Sponsors & Partners and is pleased to officially announce and thank **two new Fall Fair Sponsors-** who have helped us ensure that we can meet all of our increased costs; show appreciation to our 100+ volunteers and raise more revenue through our Vendors Fees and BBQ- towards our future projects & activities in 2011 and 2012:

1. The City of Greater Sudbury who approved an Arts & Culture grant of \$5,000
2. Vale who approved an Event Sponsorship of \$2,500

It's exciting to officially announce and thank our **four new Fall Fair Media Sponsors-** who have offered to help us market & promote the fair- increasing our Target Audience and Target Areas:

1. Our KEY Radio Sponsor KICX 91.7FM- who sponsored our 2011 'Rock The Farm' Concert/Farmers' Market Series (In-Kind Sponsorship)- and will provide Fall Fair Advertising. And thanks to our 3rd Party Walden Business Sponsors: Lively Pharmacy & Gift Shop, Morris Modular, Dr. David Morris Dentistry and Walden Animal Hospital
2. CTV who will provide In-Kind Fall Fair Advertising
3. Q92 and 105.3 EZ Rock who will provide In-Kind Fall Fair Advertising

Thanks to **two new Fall Fair Sponsors/Community Partners** – who helped us design and produce our Fall Fair Promotional Materials:

1. **Alek Luopa, student at Lively District Secondary School-** who designed our Fall Fair PR Materials: Poster, Site MAP/Program, T-Shirt for Volunteers & Signs etc
2. **Skye Little at Hia Media-** who worked closely with Alek & Fall Fair Co-Chair- during the design process- and produced our PR materials

The **Greater Sudbury Transit**-which will provide FREE Bus Rides to & from the Fall Fair!

And **Battistelli's Independent Grocers**- which is helping sponsor our BBQ.

Thank to our new Fall Fair Sponsors and our long-term Sponsors and Community Partners:

Councilor Barbeau, the Greater Sudbury Museums, CGS, Walden-CAN, Walden Seniors Woodworkers, Walden Seniors & Pensioners Inc., Walden Art Club, Walden Lions Club, Market Square, Northern Ontario Agri-Food Education & Marketing Inc, Northern Lights Festival Boreal, Massey Agricultural Society, Sudbury Weavers & Spinners Guild, Waters WI, Sudbury & District Kennel Club, Greater Sudbury Volunteer Firefighters, GSPS Rural Response Unit, Walden COP Program Volunteers, Walden Cross Country Fitness Club, Walden Girl Guides & Pathfinders and the Sudbury Clever Clovers 4-H Club

...The 5th Annual Fall Fair will continue to grow and evolve- as a successful CGS event.