



2019 MEDIA KIT

#FAIRMILIARFACES



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IMPORTANT CONTACTS & ADDRESS

MEDIA CONTACTS

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Casandra Vossler, Fair and Special Events Manager

Byron Fanning, Parks, Open Space & Cultural Arts Director

ADDRESS

[Riverdale Regional Park, 9755 Henderson Rd., Brighton](#)

Riverdale Regional Park is located at 9755 Henderson Rd., Brighton, one mile west of U.S. 85 on 124th Ave. (124th Ave. turns into Henderson Rd. when it crosses the South Platte River).

From Denver

Take I-25 N to I-76 E Take I-76 E to U.S. Highway 85 N to 124th Ave. Turn west on 124th Ave. and go one mile to the entrance of the Regional Park Complex. The museum entry is to the west of the Regional Park Complex entry (if visiting the museum).

From Ft. Collins

Take I-25 S to Highway 7. Take Highway 7 east to U.S. Highway 85 S in Brighton. Take U.S. Highway 85 S to 124th Ave. Turn west on 124th Ave. and go one mile to the entrance of the Regional Park Complex.

Locally

Take 120th Ave. to Quebec St. Turn south on Quebec St. to Riverdale Rd., turn north. Take Riverdale Rd. to 124th Ave. and turn east, the Regional Park Complex is ¼ mile on the left.

Locally

Take 128th Ave. east to Riverdale Rd. Take Riverdale Rd. south to 124th Ave. Take 124th Ave. east, the Regional Park Complex is ¼ mile on the left.



FAIR HOURS

DATE	VENDOR HOURS	CARNIVAL HOURS
WEDNESDAY, JULY 31	Indoor: 6 p.m.–9 p.m. Outdoor: 6 p.m.–11 p.m.	6 p.m.–11 p.m.
THURSDAY, AUG. 1	Indoor: 10 a.m.–9 p.m. Outdoor: 4 p.m.–12 a.m.	4 p.m.–12 a.m.
FRIDAY, AUG. 2	Indoor: 10 a.m.–10 p.m. Outdoor: 10 a.m.–12 a.m.	10 a.m.–12 a.m.
SATURDAY, AUG. 3	Indoor: 10 a.m.–10 p.m. Outdoor: 12 p.m.–12 a.m.	12 p.m.–12 a.m.
SUNDAY, AUG. 4	Indoor: 10 a.m.–10 p.m. Outdoor: 12 p.m.–12 a.m.	12 p.m.–12 a.m.

UNLIMITED CARNIVAL ARMBANDS

WEDNESDAY, JULY 31	\$20
THURSDAY, AUG. 1	\$25
FRIDAY, AUG. 2	\$15 for kids until 3 p.m. (valid until 4 p.m.) \$30 after 3 p.m.
SATURDAY, AUG. 3	\$30
SUNDAY, AUG. 4	\$30



MEDIA CREDENTIALS & INSTRUCTIONS

We welcome the chance to work with your station or publication. Registering for the Adams County Fair is easy for members of the media. Please email a list of staff members who will cover the fair to Lindsey at lburleson@adcogov.org. You will receive an email to confirm your registration and further instructions for on-site check in.

CHECK-IN PROCEDURES

The Adams County Fair hours are listed on page 4. All members of the media are required to check in at the Parks Administration Building to receive a media badge as badges cannot be mailed or picked up in advance. You must drop off the badge at the Parks Administration Building once finished.

DIRECTIONS AND PARKING

There are no designated parking lots/spots for media. It is recommended all members of the media take advantage of the free shuttle service, which allows for rapid entry to the fair. The shuttles run Wednesday, July 31, through Sunday, Aug. 4, from Prairie View High School (12909 E. 120th Ave., Henderson), Shadow Ridge Middle School (12551 Holly St., Thornton), and Brighton High School (270 S. 8th Ave., Brighton).

[Riverdale Regional Park, 9755 Henderson Rd., Brighton](#)

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GENERAL INFORMATION & HISTORY

DATES	July 31-Aug. 4	YEAR	115th
ADMISSION	Free	THEME	#fairmiliarfaces

THE ADAMS COUNTY FAIR IS ALMOST AS OLD AS THE COUNTY ITSELF.

The first official Adams County Fair was held in October 1904, but the fair and rodeo predate the formation of the county. The fair dates back to 1888, when monthly Market Days were held at the fairgrounds on the south edge of Brighton, which is the present-day site of the City of Brighton City Hall at 500 S. 4th Ave.



The monthly Market Day for farm produce and livestock was organized by Brighton founder Daniel F. Carmichael and other Brighton boosters. The site was a racetrack called Driving Park, where horse races and plowing races took place and cattle and horses were auctioned. The fairgrounds also was the site of July 4th celebrations for several years.

The Platte Valley Farmers Association launched a fall fair in Brighton in 1892. The scope of this project was larger than ever before and embraced several counties. Buildings were erected at Driving Park to house exhibits. A 120' x 32' grandstand that could seat 500 people was built next to the racetrack with a fine arts hall underneath. A tent eight feet in diameter was constructed to shelter displays of agricultural products. Stalls for horses, sheds for cattle, and pens for hogs were built on the south side of the racetrack.

A long list of premiums and awards were donated by local businessmen, including the Fulton Ditch Company, Arapahoe County, and various Denver business firms. On Oct. 5, 1892, the day the fair was to begin, Brighton was hit by a terrible rainstorm and the fair was postponed. Fortunately, the storm struck before the exhibits arrived, and the only real damage at the fairgrounds was to the tent, which was flattened by the high winds. The fair was finally held Oct. 18-20.



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AdamsCountyFair.com

TOMATO DAY–BATTLE OF BRIGHTON

After the voters of Adams County chose Brighton as the permanent county seat, the fairgrounds were turned over to the newly formed Adams County Fair and Rodeo Association. The first Adams County Fair and Rodeo was held during the first week of October 1904. Opening day was known as Tomato Day and was the day with the best attendance. A noon barbecue was followed by a tomato contest called the Battle of Brighton. Two teams of eight contestants dressed in white represented the Democratic and Republican opponents for county offices. The two teams lined up and faced each other in front of the grandstand. Each team member was given a box of ripe tomatoes, and on command they disposed of the fruit as quickly as possible by throwing it at the opposing team and, occasionally, the spectators. Read all about the tomato fights from a newspaper article dated Oct. 2, 1904.



The Famous Tomato Battle, Adams County Fair, 1907.

SERVING THE PEOPLE



For many years, prior to development of our modern welfare system, Denver cared for its aged and destitute at the Denver Poor Farm, near Henderson, north of the city.

The next year the popular event was held between teams from Brighton and Fort Lupton. Other events were wild-bronco riding, half-mile foot races, bicycle and motorcycle races, a mule race, horse races of various sorts, and a baby contest. Over the years, famous or soon-to-be-famous performers participated in the rodeo, including African American cowboy Nat "Dead Wood" Dick Love, who once worked as a horse trainer at the Driving Park in Brighton.

The Adams County Fair continued to grow until the old fairgrounds became too small. In 1964, the Adams County Board of County Commissioners decided to move the fair to the former site of the Denver Poor Farm near Henderson, where new facilities were constructed. The 4-H building was the only structure saved and moved to the new Adams County Regional Park.

Thank you to Albin Wagner, the author of *Adams County, Colorado - A Centennial History 1902-2002*. To read more about the history of Adams County, visit [Amazon.com](https://www.amazon.com) to purchase a copy of the book.



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GRANDSTAND INFORMATION

Purchase tickets online at adamscountyfair.com. Print at home or download to mobile device. Children two years old or younger are free with paying adult at all events.

WEDNESDAY, JULY 31

Dylan Scott with Morgan Evans
 7 p.m. Doors open
 8 p.m. Concert Begins
 Free! Available only via walk up



THURSDAY, AUG. 1

Aaron Watson with Ned LeDoux
 Professional Bull Riding (PBR)
 5 p.m. Doors Open & PBR Begins
 8 p.m. Concert Begins
 PRICE: \$74 VIP PBR & Concert
 \$24 GA PBR & Concert
 \$14 Concert Only
 (Standing Room)



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FRIDAY, AUG. 2**Demolition Derby & Fireworks****6 p.m. Doors Open****7 p.m. Event Begins****PRICE: \$20 Adult (13 & up)****\$10 Children (3-12)****SATURDAY, AUG. 3****NSPA Truck Pull****6 p.m. Doors Open****7 p.m. Event Begins****PRICE: \$25 Pit Pass****\$20 Adult (13 & up)****\$10 Children (3-12)****SUNDAY, AUG. 4****Día de la Familia****2 p.m. Doors Open****3 p.m. Charreada begins****La Original Banda El Limon**
begins after Charreada**PRICE: \$75 VIP****\$20 Adult (13 & up)****\$15 children (3-12)**[/AdamsCountyFairCO](https://www.facebook.com/AdamsCountyFairCO)[/Adamscountyfair](https://www.instagram.com/Adamscountyfair)[Adamscountyfair](https://www.snapchat.com/add/Adamscountyfair)**AdamsCountyFair.com**

BUDWEISER ENTERTAINMENT STAGE

Artistic Dance Fusion

BabyWood HatBox

Caitlyn Ochsner Band

Chente Barrera

Colorado Mestizo Dancers

Dancer's Edge

Fleetwood Mask

Global Sound Studio

Joshua Seth

Little Joe y la Familia

Mariachi

Rastasaurus

Raulito Navaira

Write Minded



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AdamsCountyFair.com

FREE GROUNDS ATTRACTIONS & EXHIBITS

THURSDAY, AUG. 1

Senior Day

10 a.m.-3 p.m.

Experience the fair, get a free lunch, and enjoy a line-up of events especially for seniors



FRIDAY, AUG. 2

9News Kids Day

Hang out with your favorite home team mascots, including Bernie and Dinger, and learn dance moves from Broncos cheerleaders. Also take advantage of the free Water World Kids Zone.



EVERYDAY AT THE FAIR

All About Science
The Cutest Show on Earth
Dubois Circus
Pedal Tractors
Kodiak Ranch Petting Zoo
Pony Rides
Agriland



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4-H

4-H PLEDGE

I pledge: My Head to clearer thinking, My Heart to greater loyalty, My Hands to larger service, and My Health to better living, for my club, my community, my country and my world.



View the 2019 [Premium Book](#) for a full schedule of 4-H events at the Adams County Fair.

4-H is a global network of youth organizations whose mission is "engaging youth to reach their fullest potential while advancing the field of youth development." Its name is a reference to the occurrence of the initial letter H four times in the organization's original motto 'head, heart, hands, and health' which was later incorporated into the fuller pledge officially adopted in 1927. 4-H was founded nationwide in 1902 and 1910 in Colorado.

2018 GRAND & RESERVE WINNERS

BEEF

Grand Champion - Wyatt Eisenach
Reserve Grand - Grace Eisenach

GOAT

Grand Champion - Grace Corrette
Reserve Grand - Sydney Bowman

SHEEP

Grand Champion - Gabriel Price
Reserve Grand - Heidi Price

POULTRY PEN

Grand Champion - Braidynne Brashear
Reserve Grand - Hunter Henrich

SWINE

Grand Champion - Emmy Kiefer
Reserve Grand - Chloe Mutchie

RABBIT PEN

Grand Champion - Chase Barnett
Reserve Grand - Ellarae Kreutzer



CONTESTS & COMPETITIONS

SATURDAY, AUG. 3

Funnel Cake 5K & 1-Mile Fun Run 7:30 a.m.

Proceeds benefit Adams County Foster Kids.

USATF-certified 5K course

[Online Registration](#)



SATURDAY, AUG. 3

Brunch Yoga

10 a.m.

\$20 includes a catered brunch buffet and beverages (nonalcoholic and alcoholic).

[Online Registration](#)



SATURDAY, AUG. 3

Cornhole Competition

12 p.m.

Register with a partner and join us for cornhole in the park.

[Online Registration](#)



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OPEN CLASS



Open Canned & Dried

Open Crocheting

Open Knitting

Open Honey

Open Needle Arts

Open Photography

Open Quilting

Open Fine Arts Info
& Exhibit Labels

Open Wool

Open Pie Baking

Open Mini's (ages 5-7)

Open Flower Show

Open Class Rabbits



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FOOD

From fries to funnel cakes, visit the Exhibit Hall and Midway for your food and shopping fix.



CHECK OUT THE
2019 [FOOD GUIDE](#)



[/AdamsCountyFairCO](#)



[/Adamscountyfair](#)



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[AdamsCountyFair.com](#)

PARKING, SHUTTLE SERVICE & SHARED RIDE SERVICES

Skip the traffic and enjoy exclusive rapid entry into Riverdale Regional Park using the FREE shuttle service.

TIMES

WEDNESDAY, JULY 31
5 p.m. – midnight

THURSDAY, AUG. 1
3 p.m. – midnight

FRIDAY, AUG. 2
3 p.m. – midnight

SATURDAY, AUG. 3
Noon – midnight

SUNDAY, AUG. 4
Noon – midnight

LOCATIONS

PRAIRIE VIEW HIGH SCHOOL
12909 E. 120th Ave., Henderson
Shuttle runs approximately every 20 minutes

SHADOW RIDGE MIDDLE SCHOOL
12551 Holly St., Thornton
Shuttle runs approximately every 15 minutes

BRIGHTON HIGH SCHOOL
270 S. 8th Ave., Brighton
Shuttle runs approximately every 30 minutes

ENJOY 50% off your first ride to or from Riverdale Regional Park during the Adams County Fair. Download the app, tap the menu icon in the upper left corner, and tap promos. Enter the code ADAMSCOFAIR and then request a ride. Lyft drivers will pick up and drop off at the same locations as the shuttles.



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ADAMS COUNTY FAIR ROYALTY



RACHEAL LAMPO

2019 Adams County Fair Queen

Racheal is the 19-year-old daughter of Tom and Sandy Lambo of Thornton. She is currently a freshman at Regis University in Denver where she is majoring in nursing with a minor in psychology. In her spare time, Racheal enjoys riding horses, dancing on the Regis University Spirit Team, and spending time with her friends and family. She is also a proud recipient of the Daniels Fund Scholarship, which is allowing her to pursue her dreams of becoming a nurse. In the future, Racheal would like to become a nurse anesthetist and hopefully run for the coveted title of Miss Rodeo Colorado.

As someone who has attended the fair for as long as she can remember, Racheal believes that no summer can be complete without an adventure at the Adams County Fair. She is thrilled to spend another year promoting this great event and invites you to join her July 31-Aug. 4!



MANDY MCCORMICK

2019 Adams County Fair Lady-in-Waiting

Mandy is the 20-year-old daughter of Monte and Jeanette McCormick of Bennett. She is a graduate of Bennett High School where she was involved in Future Farmers of America on the executive committee and held the offices of reporter and historian. Mandy was a 5-year member of the Dry Creek 4-H club where she showed horses and was an active member of the Comanche Crossing Horseman's Association. Mandy is a partner in her family-owned business and farming operations. Her future plans include earning her degree in agriculture management as the 5th generation to be part of agriculture. In her spare time, she can be found raising her bottle calves, showing her horse, and spending time with her family.

The fair holds many wonderful adventures and memories for her. She is delighted to promote the fair and activities it holds. She hopes you will open the doors and join her and Racheal in the adventures July 31-Aug. 4.



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AdamsCountyFair.com

MAP, LOGO, VIDEOS & SOCIAL MEDIA INFORMATION

ADAMS COUNTY FAIR LOGO

VIDEOS

SOCIAL MEDIA

[Facebook](#)

[Instagram](#)

Snapchat: Adams County Fair



[/AdamsCountyFairCO](#)



[/Adamscountyfair](#)



[Adamscountyfair](#)

AdamsCountyFair.com

FREQUENTLY ASKED QUESTIONS

What is the admission charge to the Adams County Fair?

There is no admission charge.

What are the hours of the Adams County Fair?

Wednesday, July 31 6 p.m.-11 p.m.
 Thursday, Aug. 1 10 a.m.-midnight
 Midway opens at 4 p.m.
 Friday, Aug. 2 10 a.m.-midnight
 Saturday, Aug. 3 10 a.m.-midnight
 Sunday, Aug. 4 10 a.m.-midnight

What are the hours of the Carnival?

Wednesday, July 31 6 p.m.-11 p.m.
 Thursday, Aug. 1 4 p.m.-midnight
 Friday, Aug. 2 10 a.m.-midnight
 Saturday, Aug. 3 Noon-midnight
 Sunday, Aug. 4 Noon-midnight

How much are the carnival armbands? Are there any specials?

Wednesday, July 31 \$20
 Thursday, Aug. 1 \$25
 Friday, Aug. 2 \$15 until 3 p.m. valid until 4 p.m., \$30 after 3 p.m.
 Saturday, Aug. 3 \$30
 Sunday, Aug. 4 \$30

Where can I purchase tickets to the Grandstand Events?

Tickets for all United Power Grandstand Events are available for purchase at adamscountyfair.com OR at Riverdale Regional Park located at 9755 Henderson Rd. in Brighton, Monday-Friday, 8 a.m. to 4:30 p.m.

Is there reserved seating at the Grandstand?

No. All seating in the United Power Grandstand Arena is general admission.

Do you recycle at the fair?

Adams County introduced a single-stream recycling program throughout county facilities which has increased the amount of waste diverted from the landfill by 17% since 2011. Plastic bottles, plastic cups, aluminum, cans, paper, and glass can all be recycled while attending the fair.



When is Senior Day?

Senior Day is on Thursday, Aug. 1, beginning at 10 a.m. in the Waymire Dome Building. Enjoy a free lunch for our guests 55 and over, then take advantage of the resource fair.

When is Kids Day?

9NEWS Kids Day at the fair is Friday, Aug. 2, at the Waymire Dome.

Where is the Adams County Fair?

The Adams County Fair is held at Riverdale Regional Park at 9755 Henderson Rd. in Brighton. We are conveniently located off U.S. Highway 85, 124th Ave., and Riverdale Rd.

Do you have ATMs?

ATM machines are located in the Exhibit Hall, Waymire Dome Building, carnival, and midway areas.

Do you allow pets at the fair?

The only animals allowed on the grounds are service animals, animals on exhibit, or those used in entertainment. We do not have accommodations for pets at the fairgrounds.

Does the fair have a Lost and Found?

Lost and Found is located in the Parks Administrative Offices at the main entrance of the Regional Park Complex. Anyone looking for lost articles should check at this location during the fair from 8 a.m. to 7 p.m. or call 303.562.1571.

Where can I go for additional fair information?

Information booths are located in the Exhibit Hall, the Al Lesser Building, and on the midway.



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