



## Three County Fair Launches New Website

*ThreeCountyFair.com features new logo, interaction upgrades and portal to purchase discounted tickets to the 2018 Three County Fair*

- Monday, April 16, 2018 -

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**Northampton, MA** – The Hampshire, Franklin & Hampden Agricultural Society, the non-profit organization that manages the oldest continuously operated fair in the country, announced today that their website: [threecountyfair.com](http://threecountyfair.com) ([3countyfair.com](http://3countyfair.com)) has relaunched.

The Three County Fair partnered with Saffire, Inc. for the project, an Austin Texas based company that specializes in developing websites for events, along with ecommerce solutions with online ticket sales and digital ticket management.

“We are excited to announce the updated website and our partnership with Saffire” said, James Przypek, General Manager for the Three County Fair. “Saffire helped us accomplish several key objectives including a contemporary site that is easy to navigate for users on a variety of devices, inform users about the Fairgrounds, highlight our annual Fair, and allow customers to purchase discounted tickets online while speeding up the process for which visitors enter the gates.”

The website now features a color theme that reflects the vibrant and natural landscape of Franklin, Hampshire & Hampden counties. Users will also notice a refreshed logo for the property that calls attention to the Fairgrounds versatility to host a variety of events. “The ferris wheel emphasizes community and the family fun the Fair brings each year, while the iconic and historic grandstand profile reminds generations young and old of all the different events that have called the Three County Fair home” stated, Przypek. “Some might even notice the subtle shout out to our past competition ribbon marks.”

Users will find upgraded modules that provide expanded information about upcoming activities and events taking place at the Fairgrounds. Additional enhancements to come include integrating video, opinion polls and music sampling.

Print at home tickets are now available for purchase at a discounted rate for the 2018 Three County Fair, August 31 - September 3, via the Fair’s secure ticketing portal. Individuals can also purchase the brand new “All Session Pass” option, valid all four days for only \$25. Once again, the Fair is free to all children age 11 and under.

**About the Hampshire, Franklin & Hampden County Agricultural Society:**

Located in Northampton, Massachusetts and incorporated in 1818, the Hampshire, Franklin & Hampden County Agricultural Society promotes agriculture, agricultural education, agricultural science and sustainability for the region through exhibitions, displays, competitions and demonstrations and operates The Three County Fair, “America’s Oldest Fair” annually over Labor Day weekend.

**For more information:**

Visit us online: [www.3countyfair.com](http://www.3countyfair.com)

...on Facebook: [www.facebook.com/3countyfair/](http://www.facebook.com/3countyfair/)

...on Instagram: [www.instagram.com/3countyfair/](http://www.instagram.com/3countyfair/)

...on Twitter: [www.twitter.com/threecountyfair/](http://www.twitter.com/threecountyfair/)

...or call (413) 584-2237

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