



Jefferson County Fair Park
503 N. Jackson Ave
Jefferson, WI 53549
(920) 674-7148
Contact Name: David Diestler
Phone Number: (920) 674-7148
Email: DavidD@jeffersoncountywi.gov

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Jefferson County Fair Announces a 'Royal' Theme

Jefferson, WI – The Jefferson County Fair is proud to announce the theme for this year's fair. The 165th Jefferson County Fair will be the "Year of the Royalty", and will highlight the 25th Anniversary of the Fairest of the Fair Program.

The tradition of developing a theme for the fair began in 2010, and has grown in popularity ever since. Fair Officials incorporate the theme in their advertising materials and events at the Fair. While Fair Exhibitors will use the theme for fair project and barn decorating inspiration.

Celebrating its 25th year, the Fairest of the Fair program is a strong and growing public relations initiative supported by the Fair. The Jefferson County Fairest of the Fair serves as an official ambassador to the Jefferson County Fair and participates in promotional programs and media events. The Fairest of the Fair Contestants, also known as Royalty, go through an evaluation process given by three judges. This year's judges are Trent Topel of Lake Mills, Staci Hoffman of Jefferson, and Yvonne Habermann of Watertown. By the end of fair week the Royalty will have done individual interviews, group interviews, created posters, speeches, radio commercials and done about 80 hours of volunteering and promoting the fair. They will then answer a Final Question on the Activity Center Stage on Sunday July 16th at 11:00 a.m. Following final questions, the Fairest of the Fair will be crowned at the Grandstands at 1:00 p.m. before the Demolition Derby. The chosen individual will be crowned the 2018 Jefferson County Fairest of the Fair and reign through next year's Fair July 11 - 15, 2018. Following that the Fairest will go on to compete in the Wisconsin Fairest of the Fair Finals held in January 2019. Applications for the 2018 Fairest will be available in March and are due May 1st.

The 2017 and 25th Jefferson County Fairest of the Fair is Ann Schroeder. Ann is the daughter of Brian and Nicole Schroeder and Dawn Dimattina. She grew up on her family's grain farm outside of Lake Mills. When she was a freshman in high school Ann got involved in the Dairy Cattle Project and began participating in the Jefferson County Fair. Ann is currently a sophomore at Lakeland University studying marketing with an emphasis in accounting. Her plans are to graduate in 2019 and pursue a degree in marketing and agriculture.

Fair Officials are in the process of planning 'Royal' events for the 165th Jefferson County Fair that will include the Fairest and other Royalty in Wisconsin promoting agriculture. If you or someone you know are past or present royalty in agriculture from Wisconsin and would like to attend or participate in the Jefferson County Fair please contact the Fair Office or fill out the 'Royalty Contact Form' at JcFairPark.com.

The 165th Jefferson County Fair will kick off Wednesday, July 12 and run through Sunday, July 16 with fun and entertainment for the whole family. See JcFairPark.com for fair updates, or follow us on Facebook www.facebook.com/jeffersoncountyfair and Twitter www.twitter.com/jeffersoncofair.

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