



FOR IMMEDIATE RELEASE

Special Features at the 2023 Madera Fair: An Array of Innovation and Creativity

MADERA, [August 24, 2023] — The highly anticipated 2023 Madera Fair presented by Valley Children’s Healthcare is back and better than ever, promising a great blend of entertainment, artistry, and community spirit. Ready to open, September 7-10th, this year's fair boasts a fresh batch of special features that are guaranteed to be something new for attendees of all ages to see.

Nightly Drone Show Illuminating the Skies

Watch a Madera Fair first! The entertainment leaves the ground to light up the night sky with an all-new drone show launching just after the headline concert each night. This progressive piece of entertainment, set to a custom soundtrack forming mesmerizing patterns and scenes will leave audiences in awe. The best viewing with audio is near the new Estrella Jalisco stage at the heart of the grounds.

Creativity ‘Stitched Together’ with a Barn Quilt Installment

Enriching the fairgrounds with a touch of creativity and rustic charm, this year's fair presents a brand-new barn quilt installment crafted by the talented hands of fair campers. Celebrating the 6th year of Fair Camp, Sherman Thomas Charter School and various MUSD elementary students’ hand painted squares through a quilt history and geometric lesson under the tutelage of Madera Fairs Exhibit Representative, Lynnette Jacobsen. These hand-crafted artistic masterpieces, tie together history and youthful community spirit. The large-scale barn quilts are mounted on the exterior of the Home Arts building with a few smaller quilts found in the beloved Farm to Fair venue. Lynnette and husband Brian, affectionately known to the staff as “Uncle Brian”, have had their hands on the fairgrounds for many years. Madera Fair looks forward to continuing this new community tradition in 2024 with the help of locals adding their touch.

Inaugural Beard and Mustache Contest: Celebrating Whiskers in Style

For the first time ever, the Madera Fair will play host to the Inaugural Beard and Mustache Contest in partnership with Beard Mobb California and Honest Amish beard care products. Proud beard and mustache enthusiasts from far and wide will converge to showcase their finely groomed facial hair in a variety of categories: Mustache; styled and natural, Full Natural Beards; by length without styling aids; Partial Natural Beards; by length and grooming, Freestyle Beard and Partial, Whiskerina; ladies creative contest and Kid Whiskers; ages 3-17 creative contest. Expect creativity, craftsmanship, and a healthy dose of friendly competition, Friday, September 8th at 6pm on the Estrella Jalisco stage. Interested participants can find the details at maderafair.com/whiskerino



A Night of Fantasy and Fandom: Cosplay Contest

Saturday September 9th, find the realm of imagination and fantasy during Madera Fairs special event dedicated to cosplay characters and competition. Guests can see beloved pop culture icons in a few locations throughout the grounds and then converge on the Patio Stage at 7pm for a Cosplay Contest hosted by The Time Machine and Sindiroo Cosplay. Cash prizes are up for grabs and guests can expect to see favorites such as Bumblebee, Megatron, Optimus Prime, Spiderman and more! Join in the fun by dressing up as your favorite character and register on site to compete. Registration for the cosplay contest opens at 4pm at the Patio Stage. Interested participants can find all the contest details and requirements at maderafair.com/cosplay.

The 2023 Madera Fair promises to provide NEW magic with the nightly drone show, the community-driven activities, exciting contests, and the immersive experiences with beloved cosplay characters. Fair guests can look forward to an experience that is both memorable and captivating.

"We are thrilled to unveil these special features for the 2023 Madera Fair," said Barbara Leach, Events Coordinator of the Madera Fair. "Our aim is to provide an unforgettable experience for everyone who walks through our gates and bring them back for more. These new and unique moments reflect our commitment to embracing the future while cherishing our community's passion for tradition."

The Madera Fair is a beloved annual tradition that brings together the local community and visitors from all around to celebrate the best of fun and festivities. This year's event, easily considered one of Madera County's largest parties, is set to be bigger and better than ever, offering a wide range of attractions that will leave attendees of all ages delighted and entertained. Join us at the Madera Fair presented by Valley Children's Healthcare and make lasting memories with friends and family. Be part of the magic from September 7th to 10th, 2023, at the Madera Fairgrounds. For more information, pre-sale admission and carnival coupons, visit maderafair.com. Stay connected on social media.

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