



FOR IMMEDIATE RELEASE –

“Madera Fair Receives CalAgPlate Grant for Collaborative Digital Ag Studio”

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(MADERA, CA.) Madera District Fair is one of five recipients of the 2020 CalAgPlate grant for their proposed “Digital Ag Studio”, a progressive tool to further promote agricultural education. The Digital Ag Studio will promote awareness of agriculture content of the Central Valley. The studio will be built on location and have the means of being mobile to record and/or broadcast from multiple points of interest from within the fairgrounds. The studio will be used to interview top agricultural members, create educational videos and broadcast segments for children of all ages to enjoy while at the fair or at home. This project will serve the community by extending the outreach beyond the boundaries of the fairgrounds through recorded and live streamed content.

As many gained new digital skill sets in 2020 for meetings, entertainment and education, Madera Fair joined in the digital activity much to the delight of families across the county and a few beyond with a Virtual Fair Camp in July 2020. The 2020 CalAgPlate grant will fund audio-visual studio equipment to further these opportunities for years to come.

“Part of our mission is to promote agriculture, education and community involvement. The Digital Ag Studio checks all those boxes, creating opportunities to highlight the best of Madera County agriculture and the people who have their hands in it. We are eager to power up and deliver Ag content for families at the Fair and online!”

Madera Fair is proud to be selected by The California Department of Food and Agriculture for the enhancement of agricultural education.

Contact:

Barbara Leach, Events Coordinator at Barbara@maderafair.com

Tom Mitchell, CEO at tom@maderafair.com

Addl. CDFa press release: https://www.cdfa.ca.gov/egov/press_releases/Press_Release.asp?PRnum=20-179

For more information visit www.maderafair.com or contact the Madera Fair Office.