More Info: Bridget Kelleher
Assistant Director of Marketing
bkelleher@TheBigE.com
(413) 205-5039

For Immediate Release – West Springfield, Mass.

October 8, 2026

EASTERN STATES EXPOSITION MASSACHUSETTS TRUSTEES GRANT SCHOLARSHIPS TO TAYLOR MAYER OF REHOBOTH, MASS.

The Eastern States Exposition (ESE) Trustees Scholarship is offered annually to students residing in New England who have participated in ESE's youth agricultural programs. This year's recipient from Massachusetts is Taylor Mayer of Rehoboth, Mass.

As a not-for-profit corporation committed to providing year-round opportunities for the development and promotion of agriculture, education and industry, it is critical of ESE's mission to support youth who are equally dedicated to academia, entrepreneurship and agriculture. Applicants must be accepted to, or currently attending, a two- or four-year accredited higher education institution, and candidates may be required to interview.

The Eastern Mass. recipient, Mayer, has recently graduated from Bristol County Agricultural High School, where she majored in veterinary science. She is a competitive equestrian and aspiring veterinary professional.

Mayer joined the Future Farmers of America (FFA) in 2022 and was active for all four years of high school. Her accolades from this involvement include fishing and archery clubs during her freshman year, first place in the Horse Evaluation competition during her sophomore year, high placements in FFA Vet competitions during her sophomore and junior years and three trips to FFA states where she competed in Quiz Bowl and multiple demonstrations. She attended FFA Leadership Camp all four years.

She was inducted into the National Honor Society during her junior year. She maintained her grade point average, took part in community service and fundraised to ensure she remained an active member through the end of her senior term.

Aside from academia, Mayer serves as president of her 4-H Club and competes in every horse event she can. For the past two years, she has traveled to Kentucky on national teams for Horse Judging and Quiz Bowl. She plans to return to the ring later this fall to compete in Hippology.

She also runs a hobby farm with horses, chickens and rabbits. She is working to launch a small business through which she will instruct horsemanship and host pony parties and other events. She enjoys competing in Hunters, Jumpers and Gymkhana.

Since November of 2025, she has held a co-op position as a trainer for a two-year-old colt. This role consumes about 12 hours of her time per week. Additionally, she is a dogsitter for three hours per week, and she does not shy away from any barn work on her own farm.

At The Big E, Mayer competed in the ESE Heritage Horse Show for three years in a row (2023-2025). She claims it is one of her favorite competitions, and states she looks forward to it annually.

ESE wishes Mayer success in one day owning a full-service equestrian business and thanks her for her years of loyalty to The Big E and ESE's larger mission.

- 30 -

About The Big E

The Big E is the only multi-state fair in North America, celebrating the rich history, culture and traditions of the six New England states. As the principal event of Eastern States Exposition, The Big E presents the finest in agriculture, innovative, commercial, industrial and artistic developments, and the highest caliber of varied entertainment to the people of the United States for more than a century. The 17-day event has grown and become the largest event on the East Coast, recognized as the fourth largest fair in North America by its recent record annual attendance of 1.6 million fairgoers and counting. Head to TheBigE.com or follow us on social media to see what all the buzz is about.

Above, L to R: ESE President and CEO Gene Cassidy, scholarship recipient Taylor Mayer and ESE Trustee Lori Stickles.