



A Rhode Island Tradition for 59 Years

Audience and Media Insights

Who We Are

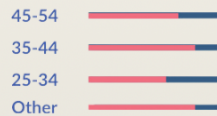
The Washington County Fair is Rhode Island's largest agricultural event, attracting more than 100,000 attendees over just five days. Now in its 59th year, the Fair blends traditions like 4-H exhibits and livestock shows —such as 4-H exhibits and livestock shows, where youth from across the state proudly present their projects—with modern attractions including national concerts, thrilling rides, and New England's largest traveling midway.

Sustained by 200+ dedicated volunteers, the Fair exists to promote rural life, provide families affordable entertainment, and empower local non-profits. Supporting more than 35 non-profit organizations, making the Fair one of their most successful annual fundraising opportunities for vital community programs and services.

Originally established in 1967 by the Washington County Pomona Grange, the Fair has grown into a powerful vehicle for local non-profit organizations—entirely planned, built, and operated by 100% volunteers. Rooted in local farming heritage, family values, and the unique spirit of rural Rhode Island, the Fair exists to give back to the community while preserving the traditions that make Washington County special.

Who We Reach

Annual Attendance: 100,000+



45% Female

55% Male

78.9% RI

10.2% MA

7.8% CT

3.1% Other

Press & Media Coverage

TV:
WJAR, NBC 10
WPRI, CBS 12
WLNE, ABC 6
NESN, Red Sox
CTV

Print:
Providence Journal
Westerly Sun
Providence Media
South County Independent

Radio:
Cumulus Media - Prov DMA
Hall Comm - Prov DMA & CT
iHeart Radio - Prov DMA
Townsquare Media - Southeastern MA & Bristol County RI
Red Wolf Broadcasting (Latina WKKB) Prov DMA
Audio Streaming: Pandora, iHeart Radio, Amazon Music, Audacy, Spotify, Sirius XM

Social Media: Facebook and Instagram

Integrated Performance, 2025 Season

31K+

Followers

1.3M

Views

33%

Engagement Rate

Website Performance

2025 Season

122K Website Sessions

Top Geographies:

MA	RI	CT	NY	OTHER
40%	17%	11%	4%	27%

Contact Information

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