

Business Office

79 Bryden Street
Pittston Township, PA 18640
570-654-2503 • FAX: 570-654-0819
E-Mail: northeastfair@aol.com



Fairgrounds

20 Freeport Road
Grimes Industrial Park
Pittston Township, PA 18640
570-654-FAIR (3247)
www.northeastfair.com

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*A Pennsylvania Fair Showcasing Agriculture, Horticulture, Home Arts,
Home Gardening, Entertainment, Food, Fun and More!*

Dear Local Library,

The Northeast Fair, in affiliation with The Times-Tribune, the International Association of Fairs and Expositions (IAFE), the National Independent Concessionaires Association (NICA) and Reithoffer Shows are pleased to present the internationally acclaimed READ AND WIN program with extremely generous awards again for 2012! Last year, over 2,000 students received a special ribbon bookmark and FREE admission to the Northeast Fair.

The READ AND WIN program benefits local elementary school children and local libraries by encouraging families to visit libraries and read library books. Each student in grades one through eight that checks out, reads and returns a library book to a participating local or school library, will be rewarded with all of the following awards: a special ribbon bookmark, a coupon for FREE admission for the student with a paid adult to the Northeast Fair on Tuesday, June 19, and Wednesday, June 20, 2012 including FREE unlimited rides, FREE entertainment and FREE parking. In order to have children properly chaperoned, we require that every child be accompanied by an adult.

The READ & WIN program is an easy, rewarding program that is of no cost to the library. The program, through extensive advertising and publicity, encourages children and their parents to visit their local libraries, promoting the benefits of libraries and the wonders of reading and learning. The READ & WIN Program is an honor system program. A contact person at each library will be responsible for overseeing the program and distributing the admission tickets. Libraries will be appropriated an initial 100 READ & WIN admission tickets. Additional tickets are available through the Contest Coordinators.

To register your library in the Northeast Fair's READ & WIN program, complete the enclosed registration form and mail to Northeast Fair READ & WIN, 79 Bryden Street, Pittston Township, PA 18640, or fax to 570-654-0819. For more information about offerings during the entire fair week, please see our award-winning website www.northeastfair.com. Upon receiving your registration form, you will be sent a confirmation packet that contains FREE admission tickets, posters and more detailed information about special programs and activities.

We are excited about this year's Read & Win Program and look forward to seeing you at the Fair!

Member



**Pennsylvania State
Association
of County Fairs**



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FREQUENTLY ASKED QUESTIONS

Read and Win

Tuesday, June 19, and Wednesday, June 20, 2012

What days of the fair are Read and Win Award Tickets valid?

Read and Win Award Tickets are strictly limited to redemption on Tuesday, June 19 and Wednesday, June 20, 2012. They are void at all other times.

Can we get more than 100 Read and Win Award Tickets?

Yes. Simply call the program coordinators for additional Award Tickets until supply lasts.

What do I do with unused Read and Win Award Tickets?

To maintain the integrity of the program, please tear up and disregard any extra non-issued Read and Win Award Tickets.

What takes place at the Northeast Fair?

- Animal Farm & Petting Zoo - *See and learn about several breeds of goats, sheep, calves, pigs, donkeys, steers and lots more*
- Lackawanna County 4-H Club Roundup – *See what 4-H has to offer your group! Check out the various projects that kids have completed this year*
- Rick Mikula – *Internationally acclaimed educator - the grandfather of butterflies teaches kids how to raise beautiful butterflies and moths at any time of year by using simple, recyclable, household items in a unique fun-filled presentation*
- A free-fly butterfly atrium – *An alive display of butterflies in their natural habitat*
- Walk-Around Street Magicians - *magic and illusion in front of your very eyes*
- Buffo – *the World's Strongest Clown*
- Watch Baby Chicks Hatch – *before your eyes!*
- Internationally recognized, Ron Diamond - *Magic, Illusion, and absolutely hysterical Comedy Hypnosis Shows*
- Penn State Cooperative Extension - *special educational programs*
- Educational Butterfly Garden – *see and learn about plants that attract butterflies*
- Educational Vegetable and Herb Garden – *where does our food come from? See, touch, and learn about the plants that produce the foods we eat every day*
- Jungle Paradise – *an amazing collection of rare, exotic and tropical plants*
- **Over 25 amusement park style rides from Reithoffer Shows, America's largest and most spectacular carnival midway!**

- Concert stage productions + Championship Figure 8 Auto Racing + Full Size Car Demo Derby + Numerous contests and special events + entertainment and educational programs + Community Group performances + over 1,500 contests and over \$28,000 in awards.
- Over 25 food concessions with a huge variety of delicious specialty food items, and dozens of merchandise and craft concessions, exhibitors and games.

What about safety and security?

As a Pennsylvania State Agricultural Fair requirement, the Northeast Fair operates under rigid guidelines established by the Pennsylvania State Association of County Fairs and The Pennsylvania Department of Agriculture, plus guidelines of the International Association of Fairs and Expositions. A continually staffed first aid station is on grounds. All rides are state inspected before opening and undergo regular state inspections during fair week. All food vendors must meet specific state sanitation criteria and are regularly inspected during fair week. Hand wash stations are placed in strategic locations on the fair grounds. The fair is served by public water and public sanitary sewer service. An extensive security and communications system is maintained between fire, police, private security, emergency medical services, parking lot attendants, the fair main office, Reithoffer Shows, and the Luzerne and Lackawanna County Communications Centers.

What is the quality of rides?

Reithoffer Shows plays the leading fairs in America, including regional favorites such as the State Fair of New Jersey, the Bloomsburg Fair, the York Fair, and the Northeast Fair. Reithoffer Shows is the largest and most spectacular carnival midway in the world. There will be over 25 rides erected at the Northeast Fair.

What are the fair opening hours during the entire fair week?

The Northeast Fair officially opens on Tuesday, June 19 and continues through Sunday, June 24.

— Tuesday, June 19 thru Thursday June 21: 5:00 pm

—Friday, June 22, Group and Family Day: 9:00 am

—Saturday and Sunday, June 23 and 24: 1:00 pm

Where can I get more information?

Visit our award-winning website, www.northeastfair.com for more information about offerings during the entire fair week. For specific questions regarding Group & Family Day, contact Marla Pupa, marlapupa@verizon.net, (570) 654-3213, Ruth Ann Burns, rcb19@psu.edu, (570) 963-6842 or Joe Aliciene Jr., joealicienejr@jraliciene.com, (570) 654-4469 .

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READ AND WIN REGISTRATION FORM

FAX to: 570-654-0819

Mail to: Northeast Fair Read and Win, 79 Bryden Street, Pittston Twp., PA 18640

YES! We want to participate in the Northeast Fair's READ AND WIN Program
Tuesday, June 19, and Wednesday, June 20, 2012

Name of Library or School: _____

Contact Person: _____

Address of Library or School: _____

City, State, and Zip: _____

Phone: _____

Email: _____

Number of Admission tickets requested: _____

RULES & REGULATIONS

This contest is based on the honor system. To be eligible, students must be in grades 1 thru 8. Each student that reads a library book will be rewarded with:

- A ticket for FREE admission to the Northeast Fair including unlimited rides and entertainment with a paid adult on Tuesday, June 19, and Wednesday, June 20, 2012.
- A special Read & Win bookmark presented at the Northeast Fair

Questions?

Call: Contest Coordinator, Marla Pupa, 570-654-3213 or email: marlapupa@verizon.net
Contest Coordinator, Ruth Ann Burns, 570-963-6842 or email: rcb19@psu.edu
Contest Coordinator, Joe Aliciene Jr., (570) 654-4469 or email: joelialicienejr@jraliciene.com

For complete details, visit the Northeast Fair's Award Winning Website www.northeastfair.com