

## **The Robeson County Fair goes High-Tech**

Around every corner will be something new at the Robeson County Fair. “With a new carnival we felt like this was the time to shake things up a little and make some changes that will help us transition and grow into the future,” said Allen Faircloth, the Robeson Regional Agricultural Fair Board President. “We are excited that Wade Shows, who many of our patrons may recognize from the North Carolina State Fair, will be handling our carnival this year. That means new rides, a new set up on our midway, and a cleaner and more professional looking fair.”

The rides, LED carnival lights, and midway are just a few of the changes coming, however, there is one big change you can see right now. In the early hours of Wednesday morning the new fair website went live. The web site has more of a country fair feel with wheat fields in the background and a festive fair feel to it. It shows the coming attractions for the fair, has a downloadable fair book, and all the information you might need to take part or just visit the fair. “The members of the Fair Board felt it was a good time to go ahead and update our web presence. I think our fair goers and participants will find that this site is a lot of fun to visit, and they can find everything fairly easily,” said Faircloth. Shea Ann DeJarnette, a Robeson County Fair Board member, was asked to head up the project. With the urging of a web committee the fair hired Matt’s Web design to help design and implement the new site. “Matt has a lot of experience with fair web design. The needs of a county fair and look are different than most business web sites and it was important that we find someone who understood what we needed and our unusual time constraints. We also wanted to make sure that this site was social media friendly because we plan to really integrate our Facebook and Twitter presence during the fair and hope to also better utilize our photo pages and YouTube page this year.” DeJarnette said they also hope to have some interactive QR codes set up so that people with smart phones can utilize them for entertainment and education.

For those of you who do not care for smart phones and technology, don’t worry there are plenty of things that Faircloth says will not ever change. The smell of cotton candy, hand made crafts, and carnival ride music will all be present. “We know people come for the sights and sounds and good family fun at the Robeson County Fair. Those things will not be changing, we are using technology to hopefully enhance their experience and keep that younger crowds interested. As a matter of fact, we believe that the tradition of agriculture, good home cooking, and a family are so important that we put this fair together every year.” Faircloth also said one of his favorite things about the fair are the smells and that is why he choose to scent the fair books with a warm apple pie smell. That’s right, scratch and sniff fair books. What will they think of next?

The Robeson Regional Agricultural Fair will begin September 30 and run through October 8 this year. For more information about the fair you can visit their brand new web site at [www.robesoncountyfair.com](http://www.robesoncountyfair.com).