



# 90<sup>th</sup> Annual San Gabriel Valley 4-H Fair

## April 24-25, 2021



TO: 4-H Clubs & Guest(s)  
FROM: Dee Keese, Adult Executive Director, SGV 4-H Fair  
2021 Theme: Soar in 4-H

### Spread the word about the 2021 San Gabriel Valley 4-H Fair

We want to publicize the 89<sup>th</sup> Annual San Gabriel Valley 4-H Fair, "4-H Expanding Your Horizons", which will be held at The Keese Ranch 26750 Eastvale Rd. in Palos Verdes Peninsula in RollPalos Verdes on the weekend of April 24-25, 2021. Local papers are usually willing to print articles about what is happening to local community members. Some clubs already have a good relationship with their local paper and 4-H articles are printed.

As the fair Adult Executive Director, I can send you information about the fair. Write an article for your local paper and send me a copy. If you don't want to write the article yourself, I can send you an article to submit (or send me the paper's name and address, and I will send the article directly). I have attached a news release and cover letter for you to use.

We are also interested in publicizing the fair on the radio and television. Please send me the name, address and phone number of your local stations. I can send them the information.

I have also attached a fair flyer for you to use for advertising the fair. Please make as many copies of the flyer for you to use for advertising the fair. You can alter the flyer to make it more suitable for your club. The flyer could be added to your club newsletter, displayed in stores and information centers in your community, and/or given to families and friends. When reproducing the flyer, you could use heavier paper for posters and perhaps colored paper to attract more attention.

Start getting ready for the fair now. Read the fair fly sheet carefully so you understand the changes in the fair for this year. Volunteer to help. Encourage your club members and alumni to enter and attend. The schedule has changed from last to detail to 2 days. This year NO late entries will be accepted. Judging of Home Economics entries will be done on Saturday. On Sunday, there will be a dog show. There will be hands-on virtual activities on Saturday. Encourage your club members, alumni, families, friends and community to participate in this year's fair.

I would appreciate your help in advertising the SGV 4-H Fair for April 24-26, 2020. We would like this year's fair to be the biggest and best.

For additional information or questions, contact Adult Executive Director, Dee Keese (310) 377-9773 or email: [swimdude64@earthlink.net](mailto:swimdude64@earthlink.net).