



**FOR IMMEDIATE RELEASE**

## **YORK FAIR HIRES YEAR-ROUND DIRECTOR OF AG EDUCATION**

April 2019 – The York Fair is making significant strides into community involvement and engagement, planning the 2020 York Fair, and creating awareness for agriculture education. Part of this process included hiring on a full time Director of Ag Education. The York Fair will be expanding the ever-popular Ag Education Center this year, highlighting the importance of educating our youth and community about agriculture.

The York Fair is pleased to announce its recent hire of Nicole Groff, a 2015 Penn State University graduate with a degree in Animal Science. Groff's position will serve in several roles including the planning, coordination and management of the Ag Education Center during the York Fair, as well as developing and maintaining strong relationships with 4-H, FFA and other youth related programs throughout York County.

"For my family the York Fair is a tradition, from my grandfather, to my mother, myself, and hopefully one day our family's next generation. I am excited to be giving back and working to preserve our agricultural heritage while helping take the York Fair to the next level.", explained Groff.

"Not only does Nicole bring a passion for the York Fair and agriculture, but over the last four years she has developed contacts in the ag community that will prove helpful in uniting forces as we strengthen the agriculture component of the York Fair and York Expo Center year-round. We are also hopeful about opportunities to partner with local school districts to install an agricultural education supplement to classroom instruction during the school year." Stated Bryan Blair, CEO.

The York County Agricultural Society knows this is a step forward in making the York Fair and York Expo Center relevant to its agricultural grassroots, and to also reaching out with an educational component to youth across our region.

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