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**GREAT ALLENTOWN FAIR FOUNDATION
LAUNCHES “LIGHT UP THE FAIR”
CAPITAL CAMPAIGN FOR ALLENTOWN FAIRGROUNDS**

The Great Allentown Fair Foundation has launched a “Light Up The Fair” capital campaign to renovate and illuminate the cupola atop the landmark grandstand of the Allentown Fairgrounds. The campaign serves the Foundation’s mission to preserve the Allentown Fairgrounds, and compliments Allentown’s 19th Street improvement zone efforts.

The campaign has secured approximately two-thirds of the total estimated cost to renovate the cupola’s structure, install electrical connections and outline it with energy-efficient LED lighting. This initiative is the first phase of a lighting and landscaping project planned for the fairgrounds’ 46 acres that will bring a functional and aesthetic revival to the benefit of the city, neighborhood residents, merchants, and patrons by creating a visual beacon reminiscent of Boathouse Row in Philadelphia.

Part of the financing for this project includes a \$25,000 grant from the Pennsylvania Department of Agriculture Capital Improvement Matching Grant Program. The contract for this grant requires that the project be completed and paid for by May 31, 2021. In coordination with the Lehigh County Agricultural Society, the Great Allentown Fair Foundation is seeking additional funds from corporate and individual donors, who agree that “Light Up The Fair” will be an interesting and aesthetically pleasing enhancement to the area.

Donations can be made by check payable to “The Great Allentown Fair Foundation” and mailed to 302 North 17th Street, Allentown, PA 18104 or contributed securely online at AllentownFairFoundation.org/LightUpTheFair.

The Great Allentown Fair Foundation is a 501(c)(3) charitable corporation chartered in 2019, as a separate subsidiary of the Lehigh County Agricultural Society (LCAS). The mission of the Great Allentown Fair Foundation is to provide philanthropic opportunities through grants and charitable donations to preserve, enrich, and advance agriculture. For additional information about The Great Allentown Fair Foundation, please visit: AllentownFairFoundation.org

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