

# MEDIA ALERT

**CONTACT:**

Gretchen Kirchmann, Media Lead  
Nebraska State Fair  
(406) 396-7316  
[media@statefair.org](mailto:media@statefair.org)



## ***State Fair Boulevard trees take on a new look in July***

*Decorating contest includes area Nonprofits*

**GRAND ISLAND, Neb. (July 8, 2020)** – Over 30 nonprofits are scheduled to begin decorating the trees on State Fair Boulevard during July. This is a new contest designed to engage area organizations with Nebraska State Fair, offering a platform to exhibit while including valuable information about their entity for the public.

“We’ve taken the opportunity to partner with area nonprofits to create something fun, interesting and a little bit crazy to bring more awareness to their organizations and provide a stunning grand entrance to Nebraska State Fair’s 4-H and FFA State Championships,” stated Laura Hurley, director of sponsorships.

The artistic term is “yarn bombing,” as crafty decorations are temporarily applied to the tree. Each registered nonprofit has a full month to decorate their assigned tree. We encourage area residents and guests to drive down State Fair Boulevard to enjoy and watch their progress, much like touring Christmas lights during the holidays.

“These bombing installations have been done around the world at events and festivals, but we believe we are the very first State Fair to do it as a unique, organized attraction. There are rules involved for the protection of all our trees, and as long as the installations are not up over 18 months, they pose no threat to our beautiful path of trees,” replied Hurley.

There are approximately 10 trees still available to be claimed. Nonprofits may contact [Lhurley@statefair.org](mailto:Lhurley@statefair.org) for more details. There is no entry fee for organizations to participate, and the benefits are the heightened awareness for their non-profit cause. The trees will be judged, and prizes awarded by Anderson Auto, Bosselman, Case IH, and Copycat Printing.

For more information on the state's largest event, visit [statefair.org](http://statefair.org).

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### **ABOUT NEBRASKA STATE FAIR**

Traditionally, Nebraska State Fair is an annual 11-day event held in late August ending on Labor Day, at Fonner Park, in Grand Island, Nebraska. Celebrating 151 years of entertaining families, the State Fair is home to the finest facilities in the country.

### **Area Non-profits participating in the State Fair Boulevard tree decorating contest**

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- AFSP9 American Foundation for Suicide Prevention)
  - Aksarben Stock Show presented by Aksarben Foundation
  - ARC NE
  - CNCAA (Central Nebraska Council on Alcoholism & Addictions, INC)
  - Crane Trust
  - Crisis Center
  - Clean Community Systems
  - NE Elks
  - Girl Scouts of NE
  - Good Samaritan Society
  - Habitat for Humanity
  - Heartland CASA
  - Hope Harbor
  - Law Enforcement Memorial Committee
  - 1868 Foundation
  - Hall Co. Ag. Society/ Fonner Park
  - Mid-Plains Center
  - Multicultural Coalition
  - Stuhr Museum Foundation
  - Trinity Lutheran School
  - Voice for Companion Animals
  - NE Dept. of Behavioral Health Org.
  - Integrated Life Choices
  - GI/Cairo Youth Bowling Assoc.
  - Great Plains Creative Arts Assoc.
  - MNIS
  - St. Francis Foundation
  - Palmer Child Care Org.
  - Valley Hope Treatment Center
  - Life Point Nazarene Church
  - Seventh Day Adventist Church
  - Heartland Lutheran High Cheer Team
  - Alzheimer's Assoc. of NE