

## Fair unveils exhibits that promote New York

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### 2009 attractions include special restaurants, solar house, new tower



The New York State Fair and the state Department of Agriculture & Markets today unveiled several exciting new attractions aimed at promoting New York State agriculture, business, tourism and pride.

The attractions include two new restaurants dedicated to serving nothing but made-in-New-York products; a Times Square landmark; New York's entry into a national solar house competition; more New York Center of Progress exhibits; and a 160-ton sand tribute to a Navy ship made from the wreckage of the World Trade Center.

The new attractions were part of a two-hour "sneak peak" tour given to members of the Central New York news media Monday by State Agriculture Commissioner Patrick Hooker and State Fair Director Dan O'Hara.

They included:

#### **The New York Grill and the New York Café**

Two new restaurants - one in the Infield Amusement Area and one in the Horticulture Building - will only serve products made, grown or raised in New York State.

The experiment will introduce Fair visitors to a wide variety of top-quality New York food products, and furthers the effort the Fair began last year with its successful Pride of New York Marketplace at the Fair's main entrance.

Both restaurants will feature real onion rings and State Fair Fries made from vegetables grown at local farms. They will serve the specially created "Empire Burger"; Lucki 7 sausage, peppers and onions; and a breakfast sandwich made with an all-New-York sausage patty, a free-range egg and Yancey's maple cheddar.

Fair visitors will be able to choose beer from 15 different New York State breweries and wine from 15 different Long Island wineries at both venues.

Both restaurants will also serve only Saranac Soda, Byrne Dairy Milk, Red Jacket Apple Juice and Welch's Grape Juice - all of which are produced in New York.

The Fair has partnered with Saranac to also serve root beer floats and orange creams. Both floats will be served in souvenir Saranac cups.

The NY Grill, located in the former Infield Restaurant, will be open from 7am to 10 pm. every day of the Fair. Its building was completely renovated. Fair crews stripped the walls and refurbished the interior, painting it with a new color scheme. They rebuilt the coolers, rebuilt the bar and re-built the counter area.

The NY Café, located in the Horticulture Building, should help strengthen the building's identity as a focal point for exhibits related to plants and agriculture, and sharpen visitor's appreciation of the connection between farming and the food they eat every day.

The NY Café replaced the former Garden Restaurant in the building. Fair workers repainted and renovated the space. The restaurant's coolers, freezers and grills were all repaired and refurbished.

The café will be open from 10 am to 10 pm. This restaurant will feature some special items that are not available at the NY Grill.

These include Miss Sydney's marinated Lucki 7 Farms chop with Red Jacket Orchards Applesauce and salt potatoes; a Gold Medal veal cutlet sandwich with caramelized onions, McCadam cheddar, roasted red pepper and mayonnaise; and The Adirondack Breakfast (served all day), which includes New Hope Mills pancakes, New York maple syrup and a sausage patty.

Like the NY Grill, the NY Café will offer Saranac Soda floats in a souvenir Saranac cup. The Saranac display in the Horticulture Building will also feature these floats.

The New York State Department of Agriculture & Markets chose to operate both of the new restaurants when no one responded to a request for proposals to operate New-York-products-only restaurants in the two venues.

A large part of the Fair's mission is to promote New York agriculture and products, and the Fair feels these restaurants will go a long way toward raising public awareness of what New York's food producers have to offer.

### **The USS New York Sand Sculpture**

The Fair's traditional giant sand sculpture was re-located this year to the Americraft Center of Progress Building from the Horticulture Building as part of an effort to strengthen the Horticulture Building's emphasis on New York agriculture and its products. It was also intended to help the Center of Progress promote pride in New York State.

This year, 160 tons of sand are being turned into a tribute to the USS New York, a Navy troop carrier that was built - in part - with steel salvaged from the wreckage of the World Trade Towers. The design that longtime Fair sand sculptor David Henderson has developed incorporates the towers rising from clouds behind the ship.

The ship will be commissioned November in New York City. The ship's commander and members of its crew will visit the Fair, and the sculpture, on Veteran's Day, Sept. 3.

They will also take part in the Fair's Veteran's Day ceremony at 11 a.m. that day at the Fair's Veteran's Memorial in front of the Horticulture Building. That memorial includes a piece of steel from the wreckage of the World Trade Center.

### **Time Square Tower**

The busiest crossroads on the Fairgrounds has long been referred to as Times Square - New York City's famous intersection - by Fair workers. It is an area where people flowing from the grandstand area, from the Midway and restaurant row, from Chevy Court and the exhibit buildings, and from Gate 2 and the Toyota Dairy Cattle Building all meet.

This year, the Fair created a landmark for that area intended to improve security, raise revenue, and help people find their way through the Fair.

The 32-foot-tall, 14-foot-wide tower can be seen at a distance by people coming from all directions. As such, it is a landmark that helps orient visitors and gives them an easily located place to meet up with other parties.

It was built in cooperation with the New York State Police, who will use it during the Fair as an elevated viewing platform that lets them see above the crowds and gives them a clear view of the entrance to the Midway. That could be used both in crime prevention and crowd control.

A chest-level shelf surrounds the tower, giving Fair visitors a place to momentarily set things down, or to scratch off lottery cards available at the neighboring NY Lottery Player's Pavilion.

The Fair renovated the lottery building last year as part of the Lottery's re-location from Chevy Court. That move resulted in increased lottery ticket sales.

Next year, the Fair plans to install LCD screens on the faces of the tower. These will be used to help orient visitors, direct them to attractions and assist in announcements. It will also be used for sponsor advertising, giving the Fair a new source of revenue.

The Fair has sold static advertising space on the tower for the 2009 Fair.

## **Cornell University Solar House**

Students from Cornell University designed and built a solar-powered, environmentally friendly home that will be on display off Chevy Court near the Colonnade during the 2009 New York State Fair.

After the Fair, the three-room house will be disassembled and taken to Washington, DC., where it will become New York State's only entry into the annual Solar Decathlon sponsored by the US Department of Energy.

The energy-efficient model home uses 40 solar panels to capture energy from the sun, re-uses wastewater and offers a glimpse into the future.

The 800-square-foot, one-bedroom house features a kitchen island that unfolds into a table that seats eight. It has a rain-fueled showerhead, a bed that can be lowered for non-sleeping space, and furniture made from bourbon barrels.

Tours of the home will be available during the Fair for \$2. More detailed, guided tours will be offered for \$5.

Cornell students will have a second energy-related display as part of the Vision New York exhibit in the Center of Progress Building. A team of students are showing the 100 mile-per-gallon hybrid vehicle they created as part of the national \$10 million Progressive Automotive X Prize contest.

## **Vision NY**

The Fair this year expanded its Vision NY initiative to help promote tourism in New York State.

The Vision NY initiative was created in 2008 to showcase New York State businesses and organizations working on innovations or having a positive impact on the New York economy.

This year, several tourism destinations or vacation regions will operate interactive booths in the building. They will be grouped around the room-sized, wooden tourism map that debuted in the Center of Progress Building last summer.

The tourism exhibits will include museums, wildlife areas and revolving displays from different visitor destinations in specific regions of New York State.

The Fair also increased participation in its basic Vision NY program. This year, the exhibit features many entrepreneurs, some of which are unveiling new products at the Fair. It also includes firms focusing on green technology and some of the region's major employers.

There are 29 Vision NY exhibitors this year, compared to 18 last year; a more than 60-percent increase.