

# Umatilla County Fair

## NEWS RELEASE

Below you will find a courtesy copy of a news release that was just issued by the Umatilla County Fair office. Please feel free to forward to others who would be interested in this information. If you have any questions, please direct them towards Peggy Clough, acting Umatilla County Fairgrounds Manager at (541) 567-6121; or email to: [peggyc@umatillacounty.net](mailto:peggyc@umatillacounty.net)

### *2011 Umatilla County Fair Logo Winner Brooke Harshfield, Hermiston*

#### PRESS RELEASE:

A contest to select the logo for the 2011 Umatilla County Fair was announced by the Board of Directors. The winning logo will accompany the theme "Country Pride, County Wide" on fair publications, posters, badges, and such.

Open to the public, the contest was aimed at attracting as many submissions as possible for the selection process throughout the county. The Umatilla County Fair Board selected the top entry from each division. The divisions were as follows: grade school (k -5), middle school (6-8), high school (9- 12), and adult. The top entry in each division received an invitation to the UCF Volunteer Appreciation Dinner, that was held to a near capacity crowd of over 300 Saturday January 29, 2011 , at Thompson Hall, located within the Umatilla County Fairgrounds. All the entries were on display, and the audience was asked to vote for the winning logo. The winners in each division were:

- Grade School: Aurora Garcia, Rocky Heights Elementary, Hermiston, OR
- Middle School: McKinsay Holwegner, Sandstone Middle School, Hermiston, OR
  - High School : Eric Sederburg, Griswold High School, Helix, OR
  - Adult Division: Brooke Harshfield, Hermiston, OR

The overall winner was the Adult Division Winner, Brooke Harshfield, Brooke grew up in Hermiston and is a Hermiston High School graduate. She pursued a degree in Applied Visual Arts & Graphic Design and is an alumni of Oregon State University. She is the daughter of Will and Lori Sather and works as the Marketing and Communications Director at the Hermiston Chamber of Commerce..

Brooke has also been a freelance graphic designer in Hermiston since her return from college. Her clientele includes an array of businesses and organizations, both large and small. From logos to posters to brochures, she enjoys the creative challenge, working directly with her clients, and pushing herself to produce the best work possible.

When designing the fair logo, she wanted to be sure and capture the spirit of the fair. She depicted the theme, "Country Pride, County Wide" by incorporating some of the crops that play a major role in the county's agriculture industry including, corn, fields, and watermelons. The colors of the logo and the Ferris wheel in the skyline add a visual touch of what those hot August nights during the fair feel like.

Artists and fair enthusiasts of all ages were welcome to enter the logo contest which ended at 5 pm on Friday, January 14, 2011. Logo entries needed to compliment the theme "Country Pride, County Wide"..

For more information, please call the Umatilla County Fair office, 567-6121.

#### **MEDIA ADVISORY**

Copies of this news release and the winning photo will be posted to <http://www.co.umatilla.or.us>. Click on "news releases".