



Media Contact: Christy Gentry
(707) 326-5058 | <mailto:publicity@sonoma-marinfair.org>

FOR IMMEDIATE RELEASE

Sonoma-Marin Fair Board of Directors Hires New CEO

4-H Community Education Specialist, Allison Keaney, to lead the Fair into a new chapter

PETALUMA, CA – March 8, 2018 – The Sonoma-Marin Fair, 4th District Agricultural Association Board of Directors has found their new chief executive officer. Sonoma-Marin resident, Allison Keaney, joins the team with a long list of credentials and a bright outlook for the Fair's future.

Allison shares "Fairs are important to our communities. They provide new experiences and new information to patrons while celebrating history and heritage. I believe in innovation but never at the expense of tradition. This will be important to the Fair as it prepares for new challenges and I'm honored to be a part of the journey. This is my home, these are my neighbors, and the Fair is our gathering place."

Keaney's relationship with the Fair is long and precious. Three generations of her family have shown at the Sonoma-Marin Fair. Allison reflects back fondly on the days she, her husband, mother, and children would sit at the table talking about what they were going to enter. As a long-time supporter, Allison has been deeply involved with serving the diverse youth populations in Marin, and for the last 8 years has been a Community Education Specialist for the 4-H youth development program of Marin county.

With a decade of managerial experience in operations, facilities, finance, and human resources, Keaney is well versed for public administration. As the new Sonoma-Marin Fair CEO, she is in the perfect position to showcase her knowledge of operational projects, conferences, and events to ensure a future for Petaluma's most beloved public asset.

Allison has a B.A. in Liberal Studies with a Teaching Emphasis, an M.B.A. in Organizational Development, a Certificate in Wine Marketing, and is working on her Ph.D. in Non-Profit Management and Leadership.

"My love for the Sonoma-Marin Fair spans many years, and I look forward to demonstrating my commitment to preserving our agricultural heritage" says Keaney.

The 2018 Sonoma-Marin Fair will be taking the summer fun "Beyond the Milky Way" from June 20-24, 2018. Enjoy 5 fun-filled days of FREE concerts, unlimited carnival rides, the World's Ugliest Dog[®] Contest, action-packed Pit Stop USA Sprint Car Racing, fun games & contests, delicious fair food, and more. For details, visit sonoma-marinfair.org or call (707) 283-3247. Be the first to know about all of the fun by following us on Facebook, Instagram, and Twitter. Plan for an out of this world experience!