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For Immediate Release

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## **The 2020 Michigan State Fair Presented by Ram Trucks Virtual Fair Thrives** Awards \$50,000 in Youth Scholarships & \$22,500 to Charities

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**Novi, MI – September 30th, 2020** – The 2020 Michigan State Fair presented by Ram Trucks has completed their first ever virtual fair, and it was, by all accounts, a major success! Over 150,000 people tuned in on social media throughout the weekend to support the event and the many amazing causes. In addition to providing hours of entertainment and educational features to the community, the virtual event enabled the organization to award \$50,000 in Urban and Rural Youth Scholarships and give \$7,500 each to the Shriners Hospitals for Children, Oakland Avenue Urban Farm, and Military Families United for a grand total of \$72,500.

This virtual event filled a void for youth across Michigan in the form of the first-ever Michigan State Fair 4-H & Youth Virtual Showcase, hosted by the [Michigan State Fair](#) and [Michigan State University Extension](#). This new virtual platform allowed youth ages 5-19 to exhibit their work in all project areas alongside peers from across the state and gave them the opportunity to showcase their skills and receive accolades for their hard work when most other fairs and events had been cancelled due to COVID-19. In total, 428 youth from 63 Michigan counties entered more than 2,000 projects in the inaugural event. To view the placings for the [2020 Michigan State Fair 4-H & Youth Virtual Showcase](#), visit [www.michiganstatefairllc.com/](http://www.michiganstatefairllc.com/).

“The Michigan State Fair Presented by Ram Trucks is honored to be able to support so many amazing causes through this new virtual platform. During these strange and difficult times, it is amazing to see the community come together and celebrate the great state of Michigan and the everlasting tradition of the State Fair, especially through a non-traditional platform. We are so grateful for the continued support from everyone involved and the subsequent success of the event” says Blair Bowman, Manager of the Michigan State Fair presented by Ram Trucks.

The community rallied around the event and were able to partake in many virtual features that were not only educational and interactive, but that also supported amazing causes. The virtual Moovin Thru The Midway 5K presented by Flagstar Bank runners were able to run a 5k route of their choosing and by doing so, supported Military Families United. Participants earned a medal, t-shirt, and had the ability to upload a framed race photo selfie! In the Farm Tour series presented by Kroger, the public was able to get a behind the scenes tour of Oakland Avenue Urban Farm in Detroit to learn more about the farm and all the benefits they provide to the community. The Shrine Hospitals for Children featured some of their moving patient stories and highlighted several of their amazing Shrine Volunteers to provide awareness on the impact of the Shrine

Hospitals for Children and why the work they do is so important. Each morning of the event started with the Get Up and Get Mooving morning workout segments presented by Ascension Health, who also presented a healthy cook along segment with The Great Foodini to encourage healthy habits and lifestyle choices! Ram Trucks, the presenting sponsor of the State Fair, highlighted several of their customer stories and the importance of the people behind our agriculture industry and also provided a moving tribute to the Farmer in All of Us featuring country artist, Easton Corbin. The viewers also tuned in for live performances, contests and activities, educational demonstrations, and more!

If you weren't able to tune into the event during Labor Day weekend, all of the content from the virtual event can still be found on the Michigan State Fair's website and social media pages!

The Michigan State Fair Presented By Ram Trucks looks forward to 2021, when the community can enjoy a bigger and better State Fair, and support all things Michigan, in person!

Website: [www.michiganstatefairllc.com](http://www.michiganstatefairllc.com)

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