



The Great Allentown Fair Announces Inclusive Day: A Celebration of Accessibility, Acceptance & Community

For Immediate Release:

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Allentown, PA— The Great Allentown Fair is proud to host its first annual **Inclusive Day** on **Friday, August 29** welcoming guests of all abilities to enjoy a few hours of fun, entertainment, and community connection in a sensory-aware and accessible environment.

Inclusive Day reflects the Fair's ongoing commitment to making its experience welcoming for everyone. These special hours are designed in partnership with our midway company, Powers & Thomas Midway Entertainment, to create a more comfortable and accommodating atmosphere with sensory friendly midway hours from 2 PM to 4 PM.

This dedicated time is thoughtfully designed for individuals with disabilities and their families to experience the Fair in a more comfortable, accessible, and welcoming environment. The Allentown Fair is committed to celebrating diversity, promoting accessibility, and ensuring a fun and inclusive atmosphere for all.

During these two hours, midway music will be turned off or lowered, and rides with strobe or flashing lights will have those effects minimized when possible. Ride operators will offer extra time and assistance for boarding and exiting rides. Caregivers or guardians are welcome to accompany riders when needed. While rides may not be wheelchair accessible, staff will make every effort to accommodate guests in a safe and supportive manner.

On Friday, August 29, from 12:00 noon to 2:00 p.m., all guests will enjoy free admission to The Great Allentown Fair. Guests taking part in the Sensory Friends Midway Hours will receive a designated wristband, granting them priority access from 2:00 to 4:00 p.m. This allows for a more comfortable and less stimulating experience as they transition through ride lines.

"Inclusive Day is about more than accessibility—it's about belonging," said Jessica Ciecwisz, Allentown Fair's Marketing & Entertainment Manager. "We are proud to work with Powers & Thomas to ensure that everyone has the chance to create memories at the Fair."

The Great Allentown Fair is excited to welcome individuals, families, and organizations who champion inclusion to be part of this meaningful day.

For more information about Inclusive Day and accessibility services at the Fair, email Fair@AllentownFair.org

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