



The Great Allentown Fair Partners with Adventures Made 4 U to Provide Free Personalized Children's E-Books

For Immediate Release

Wednesday, August 05, 2026

Media Contacts: Jessica Ciecwisz / Staci Horvath

The Great Allentown Fair

Phone: 610-433-7541 Email: fair@allentownfair.com

Allentown, Pa. — The Great Allentown Fair announces a new partnership with Adventures Made 4 U, creator of personalized children's e-books, to offer free custom storybooks to young fairgoers throughout this year's event which will be held from September 2 through September 7, 2026. The collaboration underscores the Fair's commitment to children's literacy and its role as a community champion for early reading.

Through this partnership, families attending the Fair will be able to register all the children in their lives to receive personalized digital stories featuring their child as the main character. The e-books are designed to spark imagination, build confidence, and encourage daily reading habits—key factors proven to support early literacy development.

"The Great Allentown Fair has always been about more than rides and entertainment," said Beverly Gruber, CEO of The Great Allentown Fair. **"We are deeply committed to supporting families and strengthening our community. By offering free personalized e-books, we're giving children a fun, meaningful way to fall in love with reading. We're proud to champion literacy and thrilled to partner with Adventures Made 4 U to bring this opportunity to our fairgoers."**

Adventures Made 4 U specializes in creating customized children's stories that place kids at the center of their own adventures. The organization's mission aligns closely with the Fair's educational initiatives, making the partnership a natural fit.

"We believe every child deserves to see themselves as the hero of their own story," said Michael Grabarits, Executive Director of Adventures Made 4 U. **"Partnering with The Great Allentown Fair allows us to reach thousands of families and inspire a lifelong love of reading. The Great Allentown Fair's dedication to literacy is truly exceptional, and we're honored to support their efforts."**

The initiative comes at a time when educators nationwide are emphasizing the importance of early literacy. Personalized books have been shown to increase engagement, improve reading comprehension, and help children build stronger emotional connections to stories.



“The Great Allentown Fair’s support of the personalized book program is one of the most exciting initiatives we’ve seen at any fair and they deserve tremendous credit for championing it. They continue to set the standard for what a modern fair can be. It’s inspiring to see a fair so deeply invested in its community,” said David Grindle, President and CEO for the International Association of Fairs and Expos.

The Great Allentown Fair invites families to visit the Adventures Made 4 U booth during the Fair inside the Allentown Farmers Market or use the QR code which will be displayed throughout the fairgrounds to register their children to receive free personalized e-books and celebrate the joy of reading together.

For more information on this literacy initiative, email Fair@AllentownFair.org.

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