

The Nebraska State Fair has announced the theme of “High Flying Fun” for the 2012 event.

Shaun Schleif, marketing and sponsorship director for the fair says, “The addition of the new Sky Tram was the impetus in selecting this year’s theme. While it describes the 40-foot high Sky Tram, it also represents the fun the Nebraska State Fair provides for every member of the family.”

Traditionally, the theme has been used throughout the fair by the livestock and domestic superintendents as well as individual exhibitors who implement the theme as part of their displays.

The theme artwork was designed by Barry Keller of Infuze Creative Marketing in Hastings. Keller says, “Having been involved with the State Fair since its move to Grand Island has been very rewarding. To be a part of something that has been so positive for all Nebraskans is something any artist would be proud to be a part of.”

According to Schleif, “The Nebraska State Fair theme is as old as the fair itself highlighting everything from livestock to the midway and from food to entertainment. In 2011 the theme was ‘The Good Life on a Stick,’ and in 2010 it was ‘A Grand Affair’ celebrating the first year of the state fair in Grand Island.”

The Nebraska State Fair runs from Aug. 24 through Sept. 3 at Fonner Park in Grand Island.