



FOR IMMEDIATE RELEASE

## Solid Ground Announces Fremont Fair Transition to Fremont Chamber of Commerce

FEB. 1, 2010 – SEATTLE, WA – Solid Ground today announced it will transfer ownership of the much loved Fremont Fair to the Fremont Chamber of Commerce, effective immediately. For 38 years, the Fremont Fair has been one of Seattle's best-loved street fairs, and Solid Ground and the Chamber are dedicated to ensuring this tradition continues for many years to come, while Solid Ground still benefits from a portion of funds raised through the event.

The 2010 Fair is slated to take place June 19-20, 2010. The Chamber will host a Fair open house input and brainstorm meeting on Feb. 17 at the Ballroom in Fremont (456 N. 36th St.) from 5 p.m. to 7 p.m. The meeting is free and open to Fremont businesses and residents interested in hearing more and helping shape this year's Fair.

The Fair originated in 1974 as a fundraiser and neighborhood celebration produced by Solid Ground (then known as the Fremont Public Association). For years, the Fair was an integral part of the organization's efforts to fight poverty in that local community. Since then, Solid Ground has experienced widespread growth and is now a leading regional force working against poverty, providing advocacy and support throughout the state. Based on this, the organization concluded the Fair would be better supported to return to its roots and be managed by a local Fremont entity focused on the Fremont community.

"We did not make this decision lightly – Solid Ground has produced this event for several decades as a way to involve folks in building a better community, while also directly giving back to the neighborhood where we resided," said Solid Ground Executive Director Cheryl Cobbs. "The event was very near and dear to us, but, given our growth and other fundraising endeavors, this event no longer made sense to remain under Solid Ground's umbrella. We are very excited the Fremont Chamber has agreed to take over all ownership and management of the event moving forward, and we could not have left it in better hands."

Guests can expect the 2010 Fremont Fair to function largely as it has in years past, which includes two days of booths, bands, beer gardens, shopping, celebrating, and embracing Fremont's off-the-wall ambiance. The annual Solstice Parade, produced by the Fremont Arts Council, will also continue as part of the festivities. Funds raised by the fair – through vendor booths, sponsorships and donation opportunities – will go to the Fremont Chamber, which has earmarked a portion to directly benefit Solid

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Ground. The remaining funds will go into the Chamber's grant program to fund area non-profit activities that benefit the Fremont community.

"When Solid Ground approached us with the opportunity to take over managing the Fremont Fair we jumped at the chance," said Fremont Chamber President Marko Tubic. "Not only did we want to help ensure this event remains as strong as ever, but with more than 100,000 people attending the event annually, it is an excellent chance to help promote Fremont businesses and draw attention to our eclectic community, which perfectly supports the Chamber's mission. Plus, we will still be able to route funds raised by the event to Solid Ground, as well as other deserving organizations, so it is truly a win-win for all."

More information on the 2010 Fremont Fair can be found at [www.fremontfair.org](http://www.fremontfair.org), and the Chamber plans to host a series of public input meetings in the near future, details of which will be announced on the site. More information about Solid Ground and its mission to fight poverty can be found at [www.solid-ground.org](http://www.solid-ground.org) and [solidgroundblog.wordpress.com](http://solidgroundblog.wordpress.com).

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