



AGRICULTURE NEWS

www.agriculture.ny.gov

CONTACT:

Jola Szubielski | Jola.Szubielski@agriculture.ny.gov | 518-457-0752

Dave Bullard | Dave.Bullard@agriculture.ny.gov | 315-487-7711 x1377

For Immediate Release: March 1, 2019

THE GREAT NEW YORK STATE FAIR AND THE SYRACUSE METS TEAM UP TO PUT THE “SYRACUSE BUTTER SCULPTURES” ON THE FIELD IN JULY

*Fun Event Outfits Players in Special Uniforms to Promote One of the Fair’s
Signature Events*

*State Investment in The Mets’ Stadium Complements “CNY Rising” – The
Region’s Comprehensive Strategy to Revitalize Communities and Grow the
Economy*

The Fair comes to the ballpark on July 13, when the Syracuse Butter Sculptures take the field at NBT Bank Stadium, in a first-of-its-kind event to promote the Great New York State Fair and benefit a local charity, Fair Director Troy Waffner and Syracuse Mets General Manager Jason Smorol announced today. Players will wear specialty hats and jerseys for the day that will highlight the Fair’s must-see Butter Sculpture, which is provided each year by the American Dairy Association North East. In addition, the first 1000 fans through the gates that night will receive a Scooch Butter Sculpture bobblehead. The 7:05 p.m. game pits the Mets’ top farm club against Scranton/Wilkes-Barre, the top affiliate of the New York Yankees, in CNY’s version of the Subway Series, the Interstate 81 Series.

The Syracuse club’s season, which begins April 4 at home against the Pawtucket Red Sox, is the first under the ownership of the New York Mets. The Mets bought the formerly community-owned team in 2018 and agreed to a 25-year lease of the Onondaga County-owned stadium, as Governor Cuomo announced a \$12.5 million investment towards a \$26.25 million renovation of the stadium. The Mets are expected to generate 325,000 visits annually, with an economic impact of \$6.6 million in spending in the region. The state’s investment in the stadium and its facilities complements “CNY

Rising,” the region’s comprehensive strategy to revitalize communities and grow their economies.

“Our butter sculpture and baseball in Syracuse – two great things that are going to be great together for a day. We’re excited to enjoy a fun day at the ballpark and I know people are going to love rooting for their Syracuse Butter Sculptures. Go Butters!” said Waffner.

“We have tapped in to doing unique promotions and the most successful ones are those that really connect with the local community. The Butter Sculptures builds that connection with the Great New York State Fair and millions of fairgoers around the world. This is going to be fun,” said Smorol.

Butter Sculptures Game Day

NBT Bank Stadium will take on a Fair theme for the day of the game. Entertainment is planned for the area outside the Onondaga Coach Ticket Office at NBT Bank Stadium to welcome visitors. Food stands will sell fun fair-style products, including: Italian sausage sandwiches, fried dough, wine slushies and other fair inspired treats. In addition to the first 1,000 fans receiving a Scooch Butter Sculpture Bobblehead, courtesy of the New York State Fair, the Syracuse Mets players will be wearing one-of-a-kind, Butter Sculpture jerseys on the field. In true Fair fashion, “Mutts Gone Nutts” will entertain the crowd during the game with their on-field dog show. The evening will end with a fireworks extravaganza over the stadium.

The specialty jerseys, presented by Fidelis Care, will be worn by the players and auctioned off, with the proceeds going to Griffin’s Guardians, a local non-profit which focuses on cancer research for children and provides help for families battling the disease. The post-game fireworks will be presented by Pinnacle Pools & Spas. Wegmans sponsors the Butter Sculpture during the Fair.

Saturday Open House

The Mets hold their 6th annual Open House Saturday, March 2 from 9 a.m. to 1 p.m. Smorol will announce the full schedule of promotional events and give an overview of the team under its new ownership during his question and answer session with fans. This will be the first chance for fans to purchase individual game tickets for the 2019 season. Fans will also be able to purchase season tickets, flex plans and the flex plan plus. Fans can also hit in the batting cages, take tours of the stadium and buy merchandise in the team store. Attendance and parking are free of charge.

Accelerating CNY Rising

Today's announcement complements "Central NY Rising," the region's comprehensive blueprint to generate robust economic growth and community development. The State has already invested more than \$5.6 billion in the region since 2012 to lay the groundwork for the plan – capitalizing on global market opportunities, strengthening entrepreneurship and creating an inclusive economy. Today, unemployment is down to the lowest levels since before the Great Recession; personal and corporate income taxes are down; and businesses are choosing places like Syracuse, Oswego and Auburn as a destination to grow and invest in.

Now, the region is accelerating Central NY Rising with a \$500 million State investment through the Upstate Revitalization Initiative, announced by Governor Cuomo in December 2015. The State's \$500 million investment will incentivize private business to invest well over \$2.5 billion – and the region's plan, as submitted, projects up to 5,900 new jobs. More information is available [here](#).

Founded in 1841, the Great New York State Fair is America's third largest state fair. The Fair showcases the best of New York agriculture and provides top-quality entertainment. The 2019 Fair runs from August 21 to September 2. Information about the Fair can be found [here](#).

The New York State Fairgrounds is a 375-acre exhibit and entertainment complex that operates all year. A year-round schedule of events is available [here](#). Find the Great New York State Fair on [Facebook](#), follow @NYSFair on [Twitter](#), on Snapchat at nysfair and enjoy photos from the Fair on [Flickr](#). Also, New Yorkers are invited to send their ideas for the Great New York State Fair at statefairideas@agriculture.ny.gov.

###