



172 South Drive
Simcoe, On.
N3Y 1G6

For Immediate Release

Norfolk County Agricultural Society Hires New General Manager

April 11th, 2022 Simcoe, Ontario-The Norfolk County Agricultural Society is pleased to announce that after an extensive search, Angela Hogeveen has been named the new General Manager. The Norfolk County Fair and Horse Show, along with Eat & Drink Norfolk have earned the status of Top 100 Festivals & Events Ontario. These events along with new events on the horizon are under the umbrella of the Norfolk County Agricultural Society.

Hogeveen, born and raised in Norfolk County, has shared the love of the Fair and the other special events on the fairgrounds for several years attending as a visitor. Hogeveen took on the seasonal management of social media in 2017 which led her to win provincial recognition through Festivals & Events Ontario for Best Social Media Achievement Award in 2019. She brings a breadth of cross-functional experience and fresh ideas from her knowledge executing large scale sporting and festival events across North America over the past 13 years.

President, Steve Balcomb stated “The executive is very pleased to have Angela as part of our dynamic team, and looks forward to working with her as she brings her experience as well as a passion for the Agricultural Society”.

Commenting in acceptance of her new position, Hogeveen stated “I step into this role with great enthusiasm, and look forward to the opportunity to apply my experience and knowledge in the heart of my home community. I look forward to working with the fantastic team of Board Members, Staff and Volunteers toward the shared future vision, maintaining the deep traditions of existing programs and pillar events, while exploring fresh ideas for growth, including some exciting additions in store for Norfolk County.”

Hogeveen will be replacing George Araujo who held the position for eight years. “George worked very hard to ensure that on his departure he left the organization in good financial standing and with many new opportunities on the horizon” added Balcomb. Interim General Manager, Aaron Culver assumed the position in mid January to work with the Board and staff to ensure a smooth and progressive transition in preparation for the hire of the new General Manager. Hogeveen will take on her new position on April 14th, 2022. Balcomb concluded, “We look forward to an exciting 182nd Norfolk County Fair and Horse Show October 4 – 10th 2022”.

The Norfolk County Fair & Horse Show is in its 182nd year, and is the fourth largest fair in Ontario, with over 100,000 visitors each year. The Norfolk County Fair and Horse Show features agricultural displays, craft exhibits, food vendors, art demonstrations, talent competitions, midway rides, nightly grandstand shows, and concerts, plus many other special and new events. For more information on the Fair and any of the scheduled events, please visit our website at norfolkcountyfair.com or by phone at (519) 426-7280

Wendy Brick

publicity@norfolkcountyfair.com

Tel: (519) 426-7280 x 224