



**Friday, January 30, 2026  
3pm to 9pm**

**Saturday, January 31, 2026  
11am to 9pm**

**Sunday, February 1, 2026  
11am to 5pm**

**Bringing More Summer Fun Into Winter!  
Plus Look to the Children!  
Syracuse Winter Fair 2026  
In and Around the Expo Center  
At the New York State Fairgrounds**

Media Release: Syracuse, New York, November 20, 2025

We are bringing More Summer Fun into Winter. This is the 7th edition of this major community event featuring the food, rides, music and entertainment that people enjoy throughout the summer. The Syracuse Winter Fair 2026 can attract over 20,000 people in attendance! Winter Fair 2026 will take place Friday, January 30 through Sunday, February 1, 2026. Online tickets are available now at [www.nyswinterfair.com](http://www.nyswinterfair.com). Online tickets are \$5 for adults and \$3 for teens/pre-teens and seniors plus a small fee. Children 10 and under will be admitted free of charge. At the door, admission is \$8 for adults and \$6 for teens/pre-teens and seniors. Children 10 and under will be admitted free of charge. Plus NEW this year, **Market 32/Price Chopper** will be selling tickets as well at 130 locations in 6 states including New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, New Hampshire and Vermont. These tickets will be \$4.50 for Adults and \$2 for seniors and teens. Children 10 and under will be admitted free of charge. **AAA of Central and Western New York** will be offering discount tickets as well to their members.

“We want to give people a chance to have more summer fun in the middle of winter. It’s great to have an event for all ages, where you can bring your friends and family to enjoy themselves. **Plus** at Syracuse Winter Fair 2026 the theme will also be “*Look to the Children!*”, where the daytime entertainment will feature students from elementary school to college. The New York State Fairgrounds have great year around events and Syracuse Winter Fair has become an annual tradition in Making Memories. Also for Syracuse Winter Fair 2026 we are dedicating this community event to the **Honorable Van B. Robinson**. He was very instrumental in helping us to bring this idea to fruition!” said **Steve Becker of Premier Promotions, the Promoter of Syracuse Winter Fair 2026**.

A new Sponsor this year is **Destiny USA**. They will be sponsoring The Destiny USA Winter Fair Stage. "Winter Fair really highlights what makes Syracuse such a great place - it's the people and the traditions that bring our city together. Destiny USA is proud to sponsor an event that brings so much joy and energy to our community. We're excited to support Winter Fair 2026 and continue investing in experiences that make Central New York a vibrant place to live, work, and visit," said **Samantha Marra-Marshall, Director of Marketing at Destiny USA**.

Back as a Sponsor is **AmeriCU**. They will be providing Free Parking at Winter Fair 2025. “At AmeriCU Credit Union we believe in the power of community. We are proud to once again partner with the Syracuse Winter Fair, an event that brings people together, lifts spirits, and celebrates all that makes Central New York a great place to live,” said **Ron Belle, President & CEO of AmeriCU Credit Union**. “Enjoy the fair, make memories with your loved ones and enjoy free parking courtesy of AmeriCU Credit Union.”

This year our Healthcare Village will be sponsored by LeadSafe CNY Coalition. At Syracuse Winter Fair 2026, we feel it’s important for our community to stay healthy! In the Healthcare Village there will be organizations that will share information with you and your family on staying well. The LeadSafe CNY Coalition is one of the organizations that do care for the community. **LaToya Jones, MPH, Director of the LeadSafe CNY Coalition** commented, “Lead poisoning knows no city limits, it can impact any family, anywhere. At LeadSafe CNY Coalition, we’re proud to partner with Steve Becker and the New York State Winter Fair to bring this message to the heart of our community. Together, we’re raising awareness, promoting prevention, and reminding families that when we all come together, we can protect our children and build a healthier, lead-free future for Central New York.”

A popular feature this past year was the Syracuse Winter Fair Reindeers and they will be at Syracuse Winter Fair 2026 again! Attendees will have a chance to take their picture with the *Live Reindeers* from Hanggi Farms! This will take place outside in front of the walkway to the Expo Center on Saturday January 31<sup>st</sup> from 10am to 4pm. There is no charge. Sponsoring the Winter Fair Reindeers is **Good News York**. **Matt Masur, owner of Growth Mode Technologies** shared, "Last year we launched our podcast Good News York at Winter Fair. Since then, we've interviewed some incredible community leaders, highlighted local businesses and racked up millions of views in the process. We're excited to be back at Winter Fair again because it exemplifies what Good News York is all about, positivity, community and all the things that make New York the best state in the Union! "

Yes, Ice Sculptures will be back, lining the walkway to the Expo Center. The theme will be *Look to the Children!* These Ice Sculptures are Sponsored by **Woodford Brothers and A-Verdi Storage Containers**. **Joe Verdi, owner of A-Verdi Storage Containers** shared, "The Syracuse Winter Fair brings people out even when the weather tries to keep them in, and we're proud to be supporting them again in 2026. It has that hometown feel, with good food, local vendors, and families having fun. That's what we're all about at A-Verdi, being part of what keeps our towns moving."

Syracuse Winter Fair 2026 is receiving a huge amount of support from our representatives in the Central New York Community. Onondaga County will be presenting the Winter Fair Fireworks on Friday January 30 and Saturday January 31, 2026 at 8:45pm by the Expo Center. **Onondaga County Executive Ryan McMahon** said, "Onondaga County is proud to once again be a sponsor of the Syracuse Winter Fair! This family-friendly event features great entertainment, delicious food, a mini midway and a spectacular fireworks show!" McMahon continued, "Events like these are part of what makes our community truly special and I encourage everyone to come check out this year's Winter Fair!"

"The Winter Fair offers a chance to experience the warmth and excitement of summer right in the middle of a Syracuse winter," said **City of Syracuse Mayor Ben Walsh**. "It has become a cherished annual tradition that brings together local businesses, nonprofits, entertainment, and classic fair favorites for a weekend of fun for all."

Also for the upcoming Winter Fair, Central New York State Senators and Assembly Members will be promoting the event to their constituents. They see that this event brings the community together and is an attraction to bring people to Syracuse!

"During the cold, snowy days of winter in Central New York, it's nice to take a break. That's why the Winter Fair has become that exciting event we look forward to each year. It's fun to ride your favorite amusement rides, indulge in tasty fair food, and sing along to a great band— all indoors and warm. I hope everyone gets a chance to make unforgettable memories at this year's Winter Fair," said **Senator Rachel May**.

**Senator Chris Ryan** added, "Since its founding, the Winter Fair has brought warmth, community spirit, and economic activity to our region during the colder months. It helps us celebrate the local culture and creativity that makes Syracuse such a vibrant place to live and visit. I thank all of those that make the Winter Fair happen and help bring our community together."

"The Winter Fair is a great opportunity for the Central New York Community to enjoy classic fair foods, rides, and entertainment in an indoor space, while watching the snow fly outside during winter. The Winter Fair is a boost to our local economy and enhances tourism in the period after the holidays wind down. I am pleased to welcome the Winter Fair back to the 129<sup>th</sup> Assembly District for 2026." said **New York State Assemblyman William Magnarelli**.

"Once again, one of my favorite Central New York traditions is gearing up to bring live entertainment, thrilling rides, and fantastic fair food during the coldest time of the year. The Syracuse Winter Fair offers something for everyone, while also spotlighting local businesses and important community resources. By bringing the excitement and energy of the New York State Fair to New Yorkers six months early, this family-friendly event delivers on fun!" - **New York State Assemblyman Al Stirpe, 127<sup>th</sup> District**.

"The Winter Fair has become a signature tradition in Central New York, bringing families and neighbors together to enjoy great food, music, and a welcome burst of winter fun. Each year, it highlights the talent and spirit of our community, and I'm proud to celebrate this event with everyone who makes it so special." – **Assembly Member Pamela Hunter (128<sup>th</sup> District)**

Winter Fair and other events at the Fairgrounds are an attraction to bring people to Syracuse and Onondaga County. We are the heart of New York. The Winter Fair is a community event for Central New York and is also an economic boost bringing in people from across New York State, other states and even Canada.

"Each year, Syracuse Winter Fair continues to grow and shine as one of Central New York's signature winter celebrations," said **Danny Liedka, President & CEO of Visit Syracuse**. "The weekend brings together families and friends from across the region to enjoy an exclusive mix of entertainment, food, and fun. It's a perfect way to create lasting memories. We're happy to partner with the Winter Fair team to share this special event with visitors near and far."

Syracuse Winter Fair 2026 will include chances to help give back to the Central New York Community. The Market 32/Price Chopper Syracuse Winter Fair Hoops will be returning with attendees shooting baskets and winning prizes for donations to the Boys and Girls Clubs of Syracuse. Various Syracuse University and LeMoyne College Athletes will be there to meet and greet attendees in the Syracuse Winter Fair Hoops area. For the past 6 editions of Winter Fair over \$15,000 has been raised for the Boys and Girls Clubs of Syracuse.

**Executive Director of the Boys and Girls Clubs, Jenni Gratien** added, “For the past six years, Winter Fair has been an incredible partner in helping us raise vital funds to support the Boys & Girls Clubs of Syracuse. Thanks to this event, we’ve been able to provide safe spaces, enriching programs, and essential resources for local youth. We’re deeply grateful for this ongoing support and look forward to partnering again in 2026 to continue making a difference in our community.” This year money raised will be in the honor of **Lawrence Moten**, a legend of Syracuse University Basketball, who died back in September.

Also The NAACP will be managing the Coat Check and will receive a portion of the proceeds. Other organizations will be there too raising donations.

Where can you enjoy midway rides and games in the middle of the cold weather, the Syracuse Winter Fair 2026! It’s all indoors at the Expo Center along with Carnival food, Sponsored by **Bathfitter** and **Main Event Amusements**. Syracuse Winter Fair again will feature a Mini-Midway with rides that include Roc-o-Plane, the Scrambler, Train, Giant Slide, Avengers, Merry-go-round, Cuda-Obiter, Bungee and the family Dragon Coaster!

Much appreciation to our other Sponsors including **Bass Pro, Karate John’s, Marriott Syracuse Downtown, D’Arcangelo CPAs, Integra Discovery Services, Michelob Ultra Lite, Charles Signs, Seven O’s RV and Kikki’s Authentic Greek Cuisine**.

Also thank you for support from the media featuring **Cumulus Media with 93Q, 95x, the SCORE 1260, SNGL along with NewsChannel 9; Syracuse.com, The Post Standard; CNY Latino; CNY Business Journal; Eagle Newspapers; Park Outdoor; Table Hopping; and 55 Plus**. Special thanks as well to CNY Central 3, 5 & 6, Spectrum News and WAER for their coverage.

Yes, there will be plenty of food. A staple of Winter Fair, Villa Pizze Fritte will be there along with Winter Fair favorites such as Kikk’s Authentic Greek Cuisine; BBQ with Limp Lizard; Hoffmann Hot Dogs, Coneys, and definitely there’s State Fair Sausage Sandwiches. New this year is a Taste of Ukraine featuring Stuff Cabbage and Beet Soup. Also at the event will be Pizza from Paradise Companies; Oompa Loompyas with Fusion food; **Sammies & Sweets** with Beef on a Weck and cheesecake; Dean’s Concession featuring chicken tenders, French fries and blooming onions; Chocolate Treat with waffles, plus Paradise Companies ice cream. More food selections are being added. Plus there’ll be beer, wine, lemonade, beverages, water and wine Slushies. A complete list of food vendors and menus will be online at the end of December at the Syracuse Winter Fair website.

There will be entertainment on and by the **Destiny USA Winter Fair Stage**. Music performers will include on Friday January 30: Los Blancos and Brass Inc.; on Saturday January 31 it’s the Barndogs and The Arcade. Sunday February 1 wraps up Syracuse Winter Fair 2026 will be the legendary R&B/Funk/Soul group, The BlackLites.

Additional features will highlight students from elementary school through college including: Blues Ignition teenage band; International Entertainment; Gotta Dances; Paul Davie with a Beatles tribute featuring Cicero-North Syracuse students: martial arts demonstrations with Karate John; the Francis Irish School of Dance, Skate-N-Place student demonstrations; Scouting America Sing Along; Joshua Superstar interacting with kids; the Six Nations Native American dancers; Latin Dancing with Roberto ; C Jack Run; a Kids Urban Fashion Show with LS Jones; Gospel Hour with Cora Thomas and African Drumming with Adanfo African Ensemble will be at Winter Fair 2026. A complete schedule of entertainment and special features with times are online at the Syracuse Winter Fair website.

We will have at Syracuse Winter Fair 2026 special areas for the Van Robinson Pan African Village, the Six Nations Indian Village, the Latino Village and the International Diversity Village.

More information and a link to ticket sales can be found on The Winter Fair’s website at [www.nyswinterfair.com](http://www.nyswinterfair.com). Also updates will be on Facebook at [www.facebook.com/nyswinterfair/](http://www.facebook.com/nyswinterfair/)

*Winter Fair 2026 is not affiliated with the Great New York State Fair.*

Contact: **Steve Becker, The Winter Fair Promoter**, 315.727.9393, [steve@premierpromo.com](mailto:steve@premierpromo.com)

Winter Fair is produced by Promoter Steve Becker, owner/president of Premier Promotions. Premier Promotions marked its 29<sup>th</sup> year in 2025. Steve also is the producer for Jazz in the City and promoter for the Small Business Show – SOHO Syracuse along with event management for such events as: the Northeast Jazz and Wine Festival, the New York State Blues Festival, Taste of Syracuse, Parade of Homes and the Syracuse International Film Festival.



## **SYRACUSE WINTER FAIR 2026 SCHEDULE**

**Friday 1/30/2026:**

**3:30pm to 4:15pm –Blues Ignition Teenage Band  
4:25 pm to 4:50 pm – International Entertainment  
5pm to 6pm – Los Blancos  
6:15pm to 6:45pm – Gotta Dance  
7pm to 8:30pm – Brass Inc.  
8:45pm to 9pm – Syracuse Winter Fair Fireworks**

**Saturday 1/31/2026:**

**11:30am to 12pm – Beatles Tribute with Paul Davie &  
Cicero-North Syracuse High School Students  
12:10pm to 12:30pm – Karate Johns Demo  
12:40pm to 1:10pm – Francis School of Irish Dance  
1:20pm to 1:35pm – Skate N Place Skating Demo  
1:45pm to 2pm – International Entertainment  
2:10pm to 2:25pm – Scouting America Sing Along  
2:35pm to 2:55pm – Karate Johns Demo  
3pm to 3:30pm –Student Performers  
3:40 pm to 4:10 pm – Joshua Superstar  
4:20pm to 4:50pm – Six Nations Dance Presentation  
5pm to 6pm – Barndogs  
6:15pm to 6:45pm – Latin Dancing with Roberto  
7pm to 8:30pm – The Arcade  
8:45pm to 9pm – Winter Fair Fireworks**

**Sunday 2/1/2026:**

**11:30am to 12:05 pm – C Jack Run  
12:15pm to 12:45pm – Kids Urban Fashion Show by LS Jones  
1pm to 1:20pm – International Entertainment  
1:30pm to 2:30pm – Kids Gospel with Cora Thomas  
2:40pm to 3:10pm – African Drumming with Adanfo African Ensemble  
3:20pm to 4:50pm – BlackLights**



## SPONSORS

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