



Business of Interest

by NANCY ROBERTS

Syracuse Winter Fair 2026

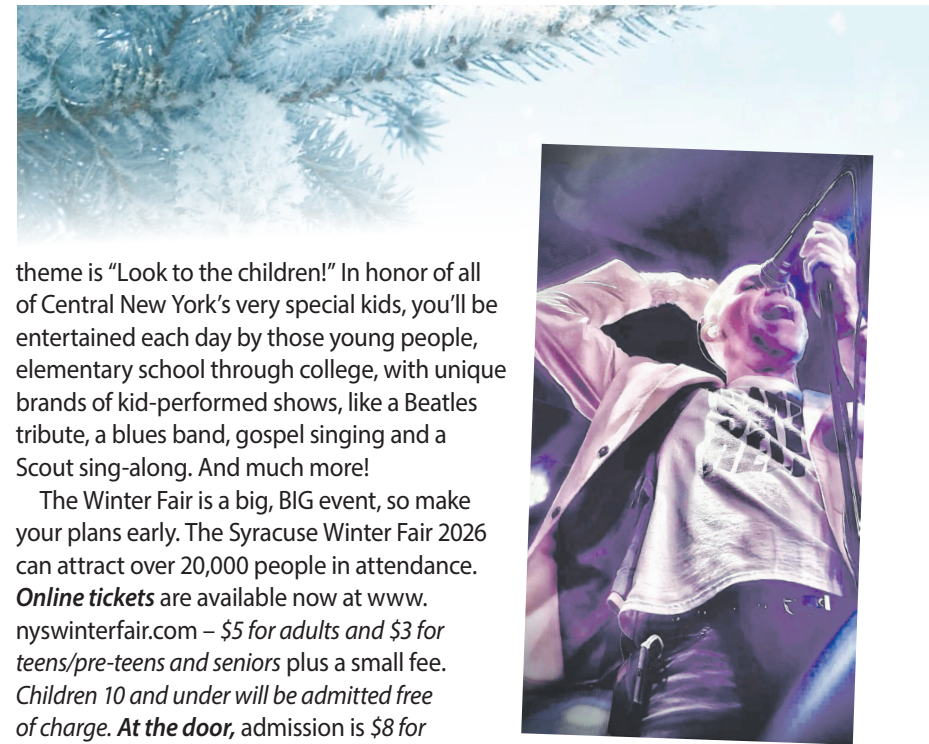


And each year, the Winter Fair adopts another theme that you'll see throughout the days and evenings of the event. This year, that

With offerings like Food, Entertainment, Midway Rides and Games, Vendors, Crafters, Ice Sculptures, Fireworks and Special Features, it sounds a lot like – *summer!* And that's exactly what Winter Fair is designed to do: bring some of the best of summer fun into the dark and cold of Winter-After-the-Holidays.

Each year, the Winter Fair's overriding theme is: Making Memories. And anyone who's attended will assure you: you, your friends and your family will all treasure the memories you made as you enjoyed all that Winter Fair has to offer.

"This is your chance to hop on a carnival ride while the snow falls outside, enjoying one of Syracuse's favorite summer activities in the chill of winter."



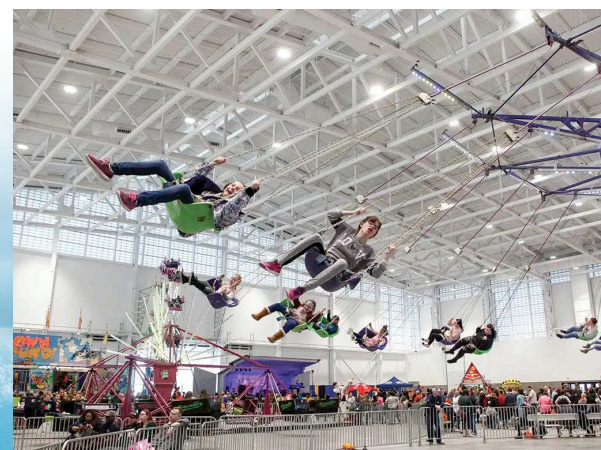
The Arcade will be the headliner on Saturday, January 31 at 7pm on the DESTINY USA Stage

theme is "Look to the children!" In honor of all of Central New York's very special kids, you'll be entertained each day by those young people, elementary school through college, with unique brands of kid-performed shows, like a Beatles tribute, a blues band, gospel singing and a Scout sing-along. And much more!

The Winter Fair is a big, BIG event, so make your plans early. The Syracuse Winter Fair 2026 can attract over 20,000 people in attendance. **Online tickets** are available now at www.nyswinterfair.com – \$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.

"This year, we are dedicating this community event to the Honorable Van B. Robinson," said Steve Becker of Premier Promotions, the promoter of the Syracuse Winter Fair 2026. "He was very instrumental in helping us to bring this idea to fruition!" Becker then went on to thank the many other notables whose hard work and interest help make the event possible:

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, "Events like these are part of what makes our community



The 7th year bringing families and friends out of the cabin and into the fun!



truly special and I encourage everyone to come check out this year's 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! Syracuse Mayor Ben Walsh, an enthusiastic supporter, called the Winter Fair a "cherished annual tradition."

Senators Rachel May and Chris Ryan, New York State Assembly members Al Stirpe (127th District) and Pamela Hunter (128th District), all expressed support and best wishes for an event that has proven, year after year, to be a crowd-pleasing way to enjoy the winter deep.

Danny Liedka, President and CEO of Visit Syracuse added, "The weekend brings together families and friends from across the region to enjoy an exclusive mix of entertainment, food, and fun. We're happy to partner with the Winter Fair team to share this special event with visitors near and far."

The celebratory event is also a way to give back. 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. This year money raised will be in the honor of Lawrence Moten, a legend of Syracuse University Basketball, who died back in September.

The NAACP will be managing the Coat Check and will receive a portion of the proceeds. Other organizations will be there too raising donations. And of course the Winter Fair is grateful to the many sponsors who step up each year and make this event such a success. Bathfitter and Main Event Amusements, 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.

Local media sponsors include Cumulus Media with 93Q, 95x, the SCORE 1260, SNGL along with



In the Expo Center at the NYS Fairgrounds, 2026
<https://nyswinterfair.com/>

Friday, January 30th, 2026 3pm-9pm
Saturday, January 31st, 2026 11am-9pm
Sunday, February 1st, 2026 11am-5pm



NewsChannel 9; Syracuse.com, The Post Standard; CNY Latino; CNY Business Journal; Eagle Newspapers; Park Outdoor; Table Hopping Media; and 55 Plus. And event promoters thank as well CNY Central 3, 5 & 6, Spectrum News and WAER for their coverage.

While you get your tickets, start thinking about which of the many food vendors you and your family will want to sample. All your favorites will be there, in the warmth of the Expo Center while you stroll from booth to booth. Villa Pizze Fritte, Kikki's Authentic Greek Cuisine, BBQ with Limp Lizard, Hoffmann Hot Dogs, Coneys, and State Fair Sausage Sandwiches. New this year is a Taste of Ukraine featuring Stuff Cabbage and Beet Soup. 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. Take a look at the Winter Fair website <https://nyswinterfair.com/> for all the details, and get your taste buds prepared!

The new Destiny USA Winter Fair Stage will present entertainment of all kinds; AmeriCU Credit Union offers free parking for the Fair; the Healthcare Village – a special area in the Winter Fair devoted to providing health information – is sponsored by the LeadSafe CNY Coalition.

Syracuse Winter Fair Reindeers will be back at Syracuse Winter Fair 2026. Have your picture taken with the Live Reindeers from Hanggi Farms, free of charge, and sponsored by Good News York.

And of course this is your chance to hop on a carnival ride while the snow falls outside, enjoying one of Syracuse's favorite summer activities in the chill of winter.

Get your tickets now, and check out the Winter Fair website to make sure you don't miss a thing!

