



**Bringing Summer Fun
Into Winter!
At the Expo Center!!!**

**Jan 30, 31 & Feb 1, 2026
on the
New York State Fairgrounds
Syracuse, NY**

PROGRAM GUIDE






*Wishing you a wonderful time
at The Winter Fair!*



J. Ryan McMahon, II
County Executive

Enjoy Winter Fireworks
Sponsored by Onondaga County
on Friday & Saturday at 8:45pm!

 Onondaga County
 @OnondagaCountyNY
 @OnondagaCounty



Welcome!

Syracuse Winter Fair is celebrating its *7th* year. Everyone loves Summer Fun and we are *bringing it into Winter - All Inside the spacious Expo Center!* The food, midway rides & games, entertainment, the Winter Fair Hoops, Meet & Greet the Syracuse University Athletes, Crafters, Vendors, and other special features including "Look to the Children Performances". Plus outside there are Ice Sculptures and **Winter Fair Fireworks!** Plus back this year—**The Live Winter Fair Reindeer!**

The theme continues to be Community! **Syracuse Winter Fair** is an event created to show off our community and an opportunity in "Making Memories" for you, your family and your friends...**Enjoy!**"

*Steve Becker, Promoter
Premier Promotions*

**Syracuse Winter Fair 2026
is dedicated to the
Honorable
Van B. Robinson**





Thank you to Our Sponsors!



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County Executive

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destiny usa

Community Sponsors:



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SYRACUSE & CENTRAL NEW YORK ARE THE HEART OF NEW YORK!





SYRACUSE WINTER FAIR 2026 HAS GREAT COMMUNITY SUPPORT!



Syracuse Winter Fair 2026 has a new Winter Fair Stage Sponsor, **DESTINY USA!** "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.**

Returning as the Free Parking Sponsor is **AmeriCU Credit Union.** "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."

We have great support from our representatives in the Central New York. **Onondaga County Executive Ryan McMahon** said, "Onondaga County is proud to once again be a sponsor of the Syracuse Winter Fair Fireworks! 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 is all about creating joy in the heart of winter, it's an event where everyone can come together and make lasting memories. I am proud that this year the Syracuse Winter Fair is dedicated to the **Honorable Van B. Robinson,** whose decades of leadership and unwavering commitment to equity and community have profoundly shaped our city. His efforts helped lay the foundation for this celebration, ensuring it would become a cherished tradition for generations to come." - **City of Syracuse Mayor Sharon F. Owens.**

"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 129th 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, 127th District.**

"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 (128th District)**

"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."



City of Syracuse
Mayor Sharon F. Owens

THE PERFECT PLACE TO ENJOY ALL THAT WINTER HAS TO OFFER

For more info on winter fun and activities
in the city of Syracuse, go to
syracuse.recdesk.com

THANK YOU TO THE CITY OF SYRACUSE AND
MAYOR SHARON F. OWENS
FOR SUPPORTING WINTER FAIR!

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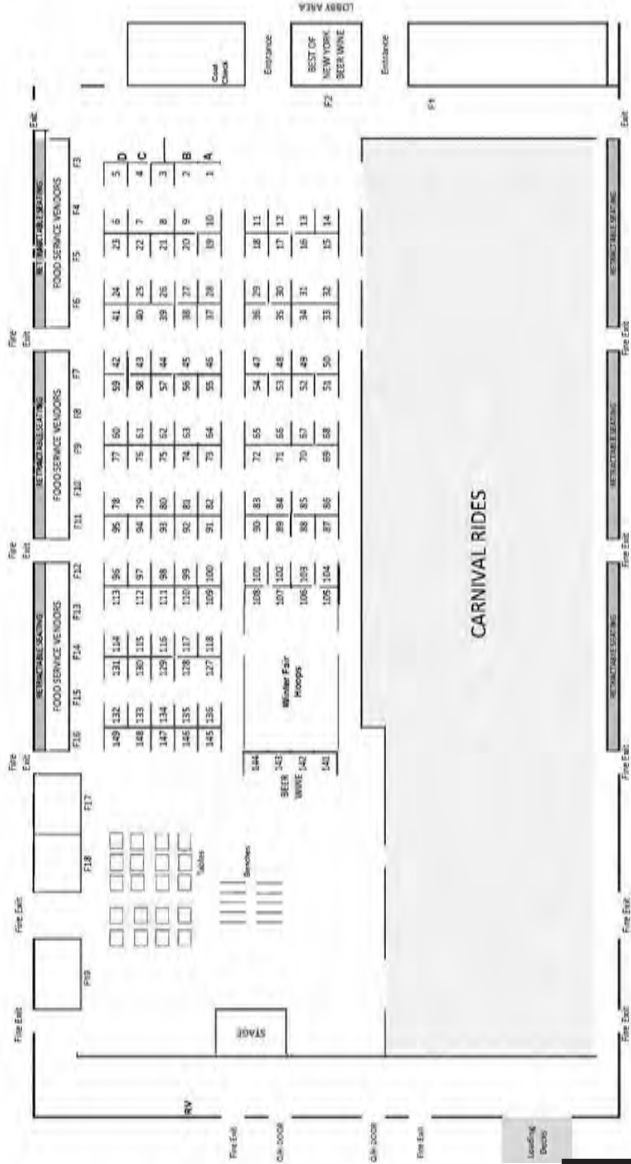
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MARRIOTT
SYRACUSE DOWNTOWN

Winter Fair
Official Hotel



Schedule of Entertainment

State Sponsor



destiny **usa**

Friday, January 30, 2026

3:30 P.M.—4:15 P.M.
BLUES IGNITION

FROM THE NYS BLUES FEST!



4:25 P.M. – 4:45 P.M.
SERENA JAMES & REGINA

INTERNATIONAL



5 P.M. – 6 P.M.
LOS BLANCOS

ROOTS AND BLUES



6:15 P.M.—6:45 P.M.
GOTTA DANCE

PERFORMING ARTS STUDIO

A VARIETY OF DANCING



7 P.M. – 8:30 P.M.
BRASS INC.

EXCITING HIGH ENERGY
NINE PIECE HORN BAND





Schedule of Entertainment

Stage Sponsor



destiny USA



**Saturday,
January 30, 2026
11:30 A.M. – 12:00 P.M.**

PAUL DAVIE
WITH STUDENTS FROM
CICERO NORTH SYRACUSE
HIGH SCHOOL
BEATLES TRIBUTE



12:10 P.M. – 12:30 P.M.
KARATE JOHN'S
MARTIAL ARTS
DEMONSTRATION



12:40.M. – 1:10 P.M
FRANCIS ACADEMY
OF IRISH DANCE

1:20 P.M. – 1:35 P.M.
SKATE 'N PLACE
KIDS SKATING DEMONSTRATION



1:40 P.M. – 1:45 P.M.
ANJANI DANCE GROUP
INTERNATIONAL

1:50 P.M. – 2:00 P.M.
DEDICATION TO
VAN B. ROBINSON
LINDA BROWN-ROBINSON
CITY OF SYRACUSE MAYOR
SHARON B. OWENS





Schedule of Entertainment

State Sponsor



destiny usa



Saturday, January 31, 2026

2:05 P.M.

DOM "DIO" CAMBARERI
NATIONAL ANTHEM



Scouting America
Longhouse Council

2:10 - 2:25 P.M.

SCOUTING AMERICA
SING ALONG



2:35 P.M. – 2:50 P.M.

KARATE JOHN'S DEMO



3 P.M. - 3:30 P.M

NATIONAL RECORDING ARTIST SYDNEY IRVING
WITH JUST JOE
ACOUSTIC SONGWRITERS PERFORMANCE





Schedule of Entertainment

State Sponsor



destiny usa



Saturday, January 31, 2026

3:40 P.M. – 4:10 P.M

JOSHUA J. SUPER SHOW

JOSHUA J. SUPERSTAR,
FUSES SIDE-SPLITTING COMEDY,
NAIL-BITING CIRCUS STUNTS,
AND TONS OF AUDIENCE PARTICIPATION!



4:20 P.M. – 4:50 P.M.

NATIVE AMERICAN DANCERS

REPRESENTING
THE SIX NATIONS



5 P.M. – 6 P.M

BARDOGS

CLASSIC ROCK
FAVORITES!



6:15 P.M. – 6:45 P.M

LATIN DANCING

ROBERTO LOVES TO
SHOW YOU HOW TO
DO LATIN DANCING!



7 P.M. – 8:30 P.M.

THE ARCADE

IT'S AN 80'S PARTY!





Schedule of Entertainment

State Sponsor



destiny USA



BLACK HISTORY MONTH CELEBRATION

Sunday, February 1, 2026
11:30 A.M. – 12:05 P.M.

C JACK RUN

COLLEGE & HIGH SCHOOL STUDENTS PERFORMING

12:15 P.M. – 12:45 P.M.

URBAN FASHION SHOW

COORDINATED BY LS JONES & Co.
FEATURING...

1 P.M. – 1:20 P.M.

PIE MANIRARORA

INTERNATIONAL



1:30 P.M. – 2:30 P.M.

GOSPEL HOUR

ORGANIZED BY CORA THOMAS



2:40 P.M. – 3:10 P.M.

ADANFO AFRICAN ENSEMBLE

AFRICAN DRUMMING



3:20 P.M. – 4:50 P.M. THE BLACKLIGHTS

CNY'S LEGENDARY BAND
R&B, SOUL, AND FUNK



BLKLINE



jolis dames by Lia Chen





Syracuse Winter Fair Fireworks



Friday 1/30- & Saturday 1/31 at 8:45 p. m.



Sponsored by



Onondaga County will be presenting the Syracuse 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!””

Ice Sculptures Sponsored by



At Syracuse Winter Fair 2026 outside we have Ice Sculptures! These will be lining the walkway to the Expo Center. Created by The Ice Farm see a reproduction in ice of the Winter Fair Globe and other Ice Sculptures with the theme to celebrate our Children! Be sure to take a Selfie and post to show!



FOOD & DRINK

Sponsored by:



Here is the list of food and drink scheduled vendors along with their menus...

- **Baked Potato Express**—A variety of baked potato with toppings
- **Blue Groove** –Iced & Hot Coffee, Hot Chocolate
- **Buffalo Snack Company**—Specialty craft food dips
- **Cellar & Folly Whiskey Company** - Distillery
- **Cheese Filled Company** - sample cheese filled pepperoni, cheese filled summer sausage, cheese filled pickles, cheese and pepperoni spreads, and pickled pepperoni
- **Chick-Fil-A** –Their famous Chicken Sandwich
- **Chocolate Treat** – Chocolate Fondue with waffles. A sweet treat.
- **Curious Kitchen**—Baked goods
- **Dean's Concessions** – Chicken Tenders, French Fries and Fried Haddock Fish Sandwich, Bloomin' Onions
- **Earthquake Spices** - Variety of Sauces
- **Ji-Woo's Korean Seoul Food**—Variety of Asian Food
- **Kikki's Authentic Greek Cuisine** - Lamb Gyro, Chicken Gyro, Veggie Gyro, Gyro bowl, Gyro platter, Spanakopita, Chicken kabob, Pork kabob, Tzatziki Fries, Greek salad, Baklava,
- **Limp Lizard** - Pulled pork BBQ sandwiches, BBQ Chicken & Wings, beans, BBQ Mac & Cheese Bowl, Road Dog,, Cornbread, Walkin Taco
- **Mad Pickle and Cheesy Monkey**— A variety of pickles and oils
- **Main Event Amusements** - Variety of carnival food
- **Moose Joose Slush** - Frozen Slush Drinks
- **No Crumble Left Behind, LLC**—Cake with toppings
- **Oompa Loompyas** - Specializing in "Fusion" street food
- **Paradise Companies** – The Villa – Fair favorites: Pizze Frittel! Sausage Sandwich, Pizza, Hamburgers and more along with Beer, Wine and Wine Slushies. Plus Lemonade, Soft ice cream: vanilla, chocolate, twist and novelties.
- **Riches Apiary** – Variety of Honey
- **Sarita's**— Empanadas, a verity of Spanish food
- **Soda and Pop Stop** - Dirty Soda
- **Super Crunch** - Crunchy Fruit on a Stick
- **Taste of Ukraine**—Stuffed Cabbage, Beet Soup and more
- **Yum-Yum Shack**—Variety



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Republican
CHRISTMAS AT LORENZO' TURNS 50

Star Review
UGLY SWEATER SK HELD IN L'POO

Messenger
TURK DAY

Press-Observer
C'let's mas comes to St. Anselm's



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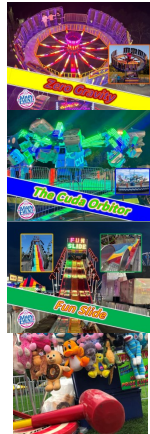
There'll be carnival rides in winter at Winter Fair 2026!
Highlights are Zero Gravity, Avengers, Cuda-Orbiter and
Dragon Coaster that will form the indoor
Mini-Midway in the Expo Center.
An All-Access Pass available for \$25 each day.



- Dragon Coaster
- Zero Gravity
- Avengers
- Cuda-Orbiter
- Giant Slide
- Giant Swing
- Train
- Space Train
- Penguin
- Tea Cups
- Cycles
- Merry-Go-Round
- Bungie (extra charge)

Rides are subject to change

Height restrictions apply to all rides.
There will be no rides for children
under 30 inches tall. Parents are advised
to check height restrictions
before buying ride tickets.
There will also be carnival food and
game booths including
Fish Toss, Shark Attack Fishing,
Duck Pond, Balloon Pop
and High Stricker



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(Newspaper, Radio, Web, Podcasts,
Social Media, Events, Emails Blasts)*



growing local markets with MONEY to spend!



COMMUNITY

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Winter Fair is giving back to the Community!

We are featuring several groups that our part of our community. As with the summer State Fair, Winter Fair includes the **Indian Village** booth featuring the reservations bordering New York State.

The Seneca's, Tuscaroras, Cayuga, Onondagas, Oneidas and the Mohawks. Thus forming the six nations agricultural society. Plus there will be Native American Dancers performing by the DESTINY USA Stage - Saturday 1/31 at 4:20pm.



The Van Robinson Pan African Village booth will be at Winter Fair too, Cultural history will be on display celebrating that February is

Black History Month!

Also be sure to check your coat!
\$2 Adults, \$1 Kids.

Half the money will be donated to the

NAACP of Syracuse & Onondaga County!



La Liga Latino Village will be at Winter Fair 2026. This organization represents the Latino Community. Stop by their booth and see some of the Latino heritage. La Liga represents the diversity in New York State. Also at Winter Fair there will be Latino food & music!



New American Forum (NAF) is a non – profit Organization founded by New Americans Leaders from the Globe with mission to advocate for the New American communities on social, Political and Economics. We believe our New Americans community brought lots of Cultural diversity, traditions and added values. This Winter

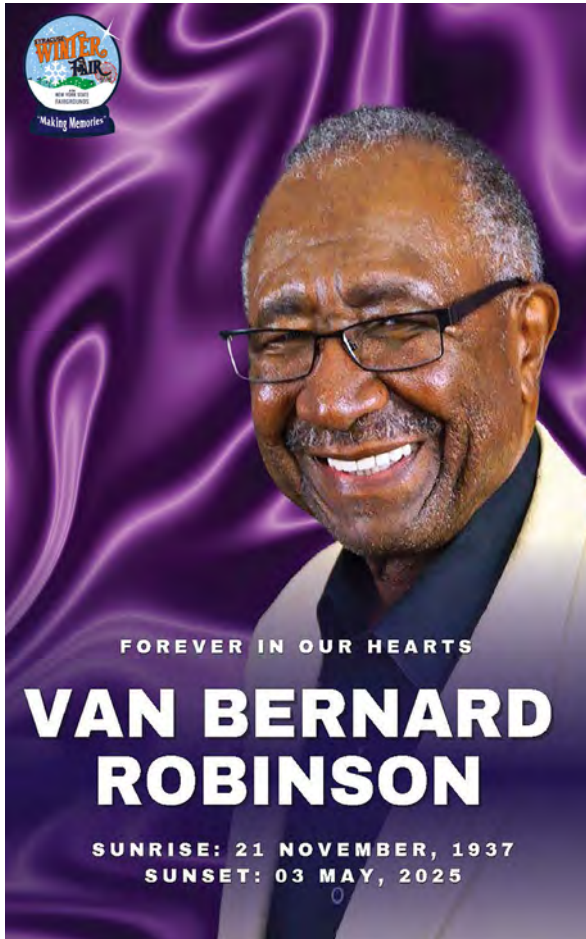
Fair program which is part of inclusion and equity show our cultural diversity to the broader community. We have come from Asia, Middle East, Europe, South America and Africa. Our participation will help many attendees to understand the diversity, of the New Americans' journey - their culture in our neighborhood and many more.



COMMUNITY



The idea of the Syracuse Winter Fair was generated back in early 2018. I shared this with the Honorable Van B. Robinson about the concept and he helped us in promoting it. Van was a great community leader in Syracuse and was instrumental in establishing the Van B. Robinson Pan-African Village at the New York State Fair. Van passed away this last year and we are dedicating this year's Syracuse Winter Fair 2026 in his memory!" said Steve Becker, principal at Premier Promotions, and founder of the event.



"The Winter Fair is all about creating joy in the heart of winter, it's an event where everyone can come together and make lasting memories. I am proud that this year the Syracuse Winter Fair is dedicated to the **Honorable Van B. Robinson**, whose decades of leadership and unwavering commitment to equity and community have profoundly shaped our city. His efforts helped lay the foundation for this celebration, ensuring it would become a cherished tradition for generations to come." — **City of Syracuse, Mayor Sharon F. Owens**



Special Features



THE WINTER FAIR REINDEER



SPONSORED BY



**Be sure to come and take a picture with
The Winter Fair Reindeer!
These are LIVE Reindeer from Hanggi Farms!
The Winter Fair Reindeer will be there on
Saturday, 1/31 from 10 am to 4 pm.
Located outside near the walkway
to the Expo Center
coming from the parking lot.
Bring your smartphone and cameras.
No charge.
(Please no feeding or touching the Reindeer!)**

Look To The Children

Besides Bringing Summer Fun into Winter, the other theme is "Look to the Children"! At this Major Community Event we will be focusing on our students and their talents. Many students will be performing on and in front of the Destiny USA Stage.

Look at our schedule to see the variety of students from elementary school to college.

Also we will be showing how students are learning agriculture with growing vegetables with hydroponics! This "Helping Hands Urban Garden" is at the Martin Luther King School in Syracuse.

Community Advocate Mike Atkins has been mentoring the students. You can see Mike and the students in Booths C-D right in front when you come into the Expo Center. It is amazing to see!

Plus there is so much for your children to see, from the Mini-Midway rides, to face painting, balloon animals, the Hoops to win prizes for the Boys and Girls Clubs of Syracuse, meeting the legends Syracuse University Athletes and seeing the Reindeer on Saturday!

Enjoy the Syracuse Winter Fair 2026!





Special Features



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Winter Fair Hoops Sponsored by Market 32/Price Chopper and D'Arcangelo CPAs

will raise money for the Boys & Girls Clubs of Syracuse!

You'll have a chance to win prizes for a good cause!

For a \$5 donation, you get 4 shots to make 3 & Win prizes

including a souvenir t-shirt, tickets to the Syracuse Stage,

passes to APEX Entertainment,

the Rosamond Gifford Zoo, The MOST,

the Syracuse Crunch or the Syracuse Mets!

Donations go to the

the Boys & Girls Clubs of Syracuse!



Meet the Syracuse University Athletes!



Lawrence Moten

We are dedicating money raised in his memory



Rob Drummond



Roosevelt Bouie



Gene Waldron



James Mungro

Friday 1/30

James Mungro - 4 pm to 5 pm

Mungro was a four-year letterman who totaled 529-2, 869, 29 touchdowns rushing for the Syracuse University Orangemen. He had his best year as a senior with 1,170, 14 touchdowns rushing. His yardage total ranked as third-best seasonal performance in school history. James played in the NFL with the Indianapolis Colts.

LeRoy Collins - 4 pm to 5 pm

President of the NFL Alumni Upstate Chapter. He is the author of "The Running Back: True Story From the Wheelchair to the NFL". Was in a life threatening car accident as a child and came back to be a star for his High School, Alfred State, University of Louisville and played in the NFL for the Redskins, Jaguars and in the CFL along with the XFL. He is the running back coach for the New York State Champions, Christian Brothers Academy. LeRoy has lived in Fulton, New York for the past 25 years.



Gene Waldron - 5 pm to 6 pm

Still holds the record for the most points scored at the Dome for a SU player...40!!! (BTW, Gene notes this was without any 3 point shots since there were no 3 point line at the time!)

Saturday 1/31

Rob Drummond - 1 pm to 2 pm

Star running back from the 1987 undefeated SU Football team. Rob had 2,246 rushing yards at Syracuse. Played in the NFL and CFL for 15 years! Coach at Jamesville-Dewitt High School

Sunday 2/1

Roosevelt Bouie 1pm to 2 pm

Rosie played for coach Jim Boehlein at Syracuse from 1976 to 1980, combining with teammate Louis Orr to form what became popularly known as the "Louie and Bouie Show." The duo was named so after the student newspaper The Daily Orange ran a caricature of them heading up the basketball court in tuxedos and top hats. A 6'11" center, Bouie was drafted in the second round of the 1980 NBA draft by the Dallas Mavericks. Bouie never played in the NBA, however, opting instead for a career in Italy where he averaged 16.3 points and 10.5 rebounds per game over 12 seasons.

BONUS!!!

For Le Moyne College fans, the entire Le Moyne Men's Basketball team will be here from 11 am to 5 pm!!!

Please note the schedule is subject to change and there could more players added





Winter Fair 2026

and

Premier Promotions

are Supporters of

Syracuse University Athletics

GO ORANGE!



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Financial Advisor

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