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The Big E Fair breaks attendance records

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West Springfield, MA The Big E Fair has broken its own attendance record once again, making it the single, largest attraction on the East Coast. With a final tally of 1,629,527 attendees, the eastern states exposition shattered its previous record of 1,543,470 set in 2018. The fair attributes this year's success to its long-term relationship with Mascola Group, a New Haven-based advertising agency that has been responsible for Big E marketing campaigns for more than a decade.

"This year's record is truly a testament to both our fabulous internal marketing team, our incredible entertainment lineup, and Mascola," said Gene Cassidy, president and CEO of the Eastern States Exposition.

This seems to be part of an ongoing trend for Mascola Group and The Big E, whose 15-year partnership has resulted in record-breaking seasons several years in a row – the outcome of the agency's strategy to reach broader markets of fair goers.

"We've worked directly with our media partnerships throughout New England to remind residents beyond Massachusetts that The Big E is their fair, too," said Mascola Group president Chuck Mascola. "With the addition of the Cream Puff Tour – a robust PR campaign launched in the weeks prior to the Fair – and the ongoing excellence of our creative campaigns, we've been able to successfully generate buzz and capture the emotions of a whole new audience."

This year's record is especially noteworthy because of the unusual construction happening on the nearby Morgan-Sullivan Bridge. Organizers had expected to see a drop in attendance due to heavy traffic caused by the construction, but were pleased to note that the excitement built around this year's campaign surmounted it.

"In an industry where the average client-agency partnership is only three years, our relationship with Mascola is truly special, and the proof is in the attendance," said Cassidy. "'Best Day Ever' became a self-fulfilling prophecy. It was the best year ever – for all those that attended and for all those that worked to make it happen."

For over a century, The Big E has celebrated New England agriculture, and for many, it's the final hurrah of summer. "To us, the fair represents the best of New England," said Cassidy. "Our farms, our artisans, our local resources, even our corporate partners like Mascola, each of whom support our mission to help agriculture and education thrive. But what we are most moved by are the friends, family, and community that come together year after year to enjoy their time at the fair – and all that

New England has to offer.”

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