



FOR IMMEDIATE RELEASE

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Media Contact: Jenna Cooper, APR

Jenna@c3-collective.com or 503.880.8881

**Oregon State Fair Partners with Marion County and United Way of the
Mid-Willamette Valley to Raise Funds for Canyon Rising**

*Partnership will help support families as they rebuild
in the aftermath of the 2020 Beachie Creek Fire*

SALEM, Ore. — The [Oregon State Fair and Exposition Center](#) will collaborate with the United Way of the Mid-Willamette Valley and Marion County on a fundraising initiative called [Canyon Rising](#). It's a benefit to support gap funding to rebuilding efforts in the North Santiam Canyon. Last year's wildfire burnt 193,000 acres and destroyed more than 730 homes in the Canyon area across Linn and Marion counties. Donations to "Canyon Rising" will help with land improvements, rising construction costs and help make it possible for individuals, families and children to return home.

The Oregon State Fair will donate \$5 to [Canyon Rising](#) from the sale of each ticket to the [Ezra Ray Hart concert](#) that takes place in the LB Day Amphitheater, Monday, September 6. The concert will also be a way to recognize and thank the more than 900 volunteers that assisted in the efforts by providing free fair admission and VIP concert tickets to the Ezra Ray Hart concert. The Oregon State Fair and Exposition Center served as an evacuation center for two and four-legged creatures escaping area fires in 2020.

"We are so proud to have served our community during the devastating fires, and by finding ways to help rebuilding efforts," said Kim Grewe-Powell, CEO of Oregon State Fair. "We also want to show our appreciation to all of the brave and selfless volunteers that helped families, pets, and livestock seek safe shelter."



The aftermath of a building leveled by 2020 wildfires near Detroit Lake, Oregon

Volunteers from the Oregon State Fair & Exposition Center, Marion County, and the Red Cross volunteered thousands of hours to help with the Santiam Fire evacuations. A breakdown of estimated volunteer hours is below:

- Oregon State Fairgrounds Family Resource Center: Estimated 5,600 volunteer hours
- Oregon State Fairgrounds Livestock Evacuation Center: Estimated 5,195 volunteer hours
- Marion County EOC (call center): Estimated 888 volunteer hours
- Detroit Water Distribution: Estimated 78 volunteer hours
- Sheriff's Office Search & Rescue volunteers: Estimated 2,096 volunteer hours
- Red Cross Volunteer Hours Reported to EOC: Estimated 9,000 volunteer hours



Rescued Horses from Oregon wildfires evacuated to the Oregon State Fair and Exposition Center

“When our friends, families, neighbors and complete strangers were in need during the devastating Labor Day wildfires, the citizens of Marion County showed up,” said Danielle Bethell, Marion County Commissioner. “Rebuilding is underway but the demand for materials and services is overwhelming, resulting in increased costs to survivors, supply shortages and residents moving away because the costs were prohibitive.”

This fundraiser comes one year after the outpouring of community support for the wildfire survivors.

“The heart and spirit of our county spoke with donations of time, resources and kindness. We have an opportunity to help rebuild these communities and I am very excited to have this incredible fundraiser to get people back home,” said Bethell.

About the Oregon State Fair and Exposition Center

The Oregon State Fair began in the year 1861 in Oregon City during the American Civil War. Since 1862, the Fair has called the Oregon State Fairgrounds in Salem, home. The grounds host thousands of visitors from all over the world, with premier concerts, art, culture, rides, agricultural exhibits, and livestock. For more information, visit oregonstatefair.org.

About Canyon Rising Fund

A local group has organized and filed as a 501(c)3 to assist in this years-long recovery process. The Santiam Canyon Long Term Recovery Group is facilitated by residents and regional partners, which hosts housing and construction recovery teams. It is supported by nation-wide organizations as well as local service providers. More information can be found [here](#).

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