

Markham Fair

Markham Faircrow ready to greet 1990 crowd

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Correspondent

Take some good old country charm, add a hint of magic, throw in a splash of whimsy, and wrap it all up with some lovable enchantment and a big burlap smile.

What do you get? The new Markham Fair mascot -- the Markham Faircrow.

The concept for this new addition to the fair began about two years ago when board members Dave Morrison and Cathy Lee began tossing around the idea of developing a mascot.

After approaching the fair board, and receiving their approval to set the wheels in motion, Morrison and Lee commissioned the professional services of Deacon Day Advertising Limited.

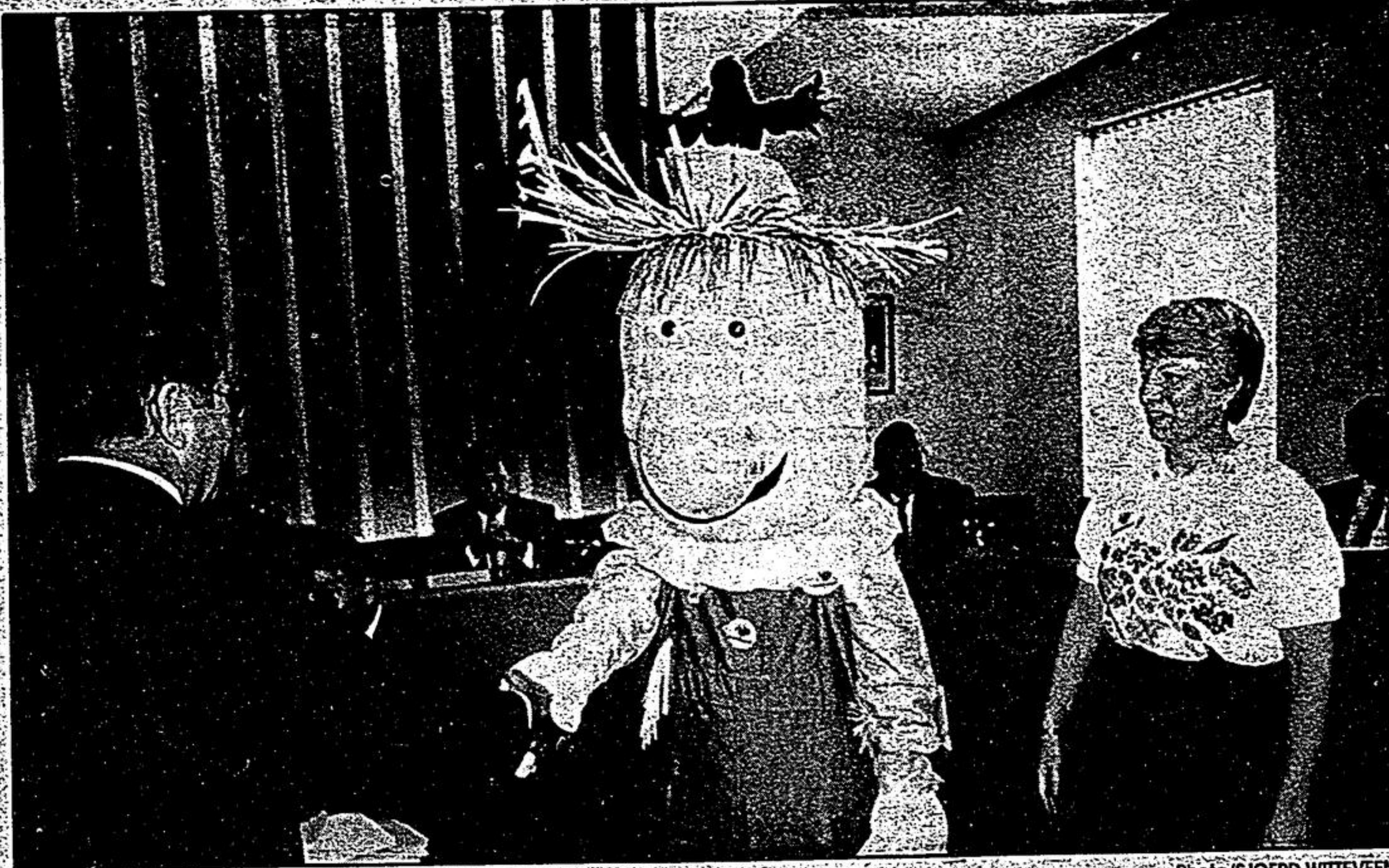
Deacon Day was an easy choice, not only because of the firm's respected expertise in the promotional field, but also because David Deacon grew up here in the Markham area and has a personal understanding of what the Markham Fair is all about.

"I have many fond childhood memories of going to the fair and I really think that the Faircrow is a wonderful symbol of the community and of the Markham Fair," Deacon said.

He added that they looked for a character which would project the essence of the fair.

"The Markham Faircrow, as a play on words for scarecrow, really represents the agricultural roots of the surrounding community.

It's an easy connection to make, and the pun on words, using "Fair" also subtly brings in the sense of



The Markham Faircrow took time out to introduce himself to Markham Mayor Tony Roman. At right is Markham Fair president Carol White. Faircrow is a new addition to this year's attractions.

fair-mindedness and fairness in general, as well as representing the Markham Fair and tying it all together," Deacon said.

"We developed a character with recognizable characteristics, that would appeal to a broad range of cultures, stemming from the character of the community."

David describes the Faircrow as having a softness and familiarity which is comfortable to children, similar to many of their modern icons and popular children's toys.

"The colors chosen were carefully thought out and are warm and

inviting, the Faircrow's character is non-intimidating, yet intriguing," he says.

Deacon Day's Jeff Katz was the art director for the project. David Deacon's role was a conceptual one, which included drawing up guidelines as to where, when and how the Fair's new mascot would be used.

"The Faircrow is non-commercial in the sense that it will never be used for the promotion of enterprise, he would only represent the Markham Fair," Deacon said.

From the drawings created by

Deacon Day, the Markham Faircrow was brought to life at the costume design studio Sugar's in Toronto.

Walking into Sugar's costume rental shop on Mount Pleasant Ave. is like entering a mythical world of masquerade, glittering sequins, decapitated rubber faces, fur and fantasy.

Although they rent costumes year-round, the company's main business is in manufacturing corporate characters in their upstairs workshops.

The "Pop 'N Fresh Pillsbury

Doughboy", Polka Dot Door, the Polkaroo, the Campbell's Soup Kids and the Kodak Kolarkins are just a few of the costume personalities born at Sugar's.

Manufacturing the Markham Faircrow was a unique challenge in that, on top of his giant straw hat, is perched a mechanical crow.

To make the giddy little crow spin, flutter and caw, Sugar's installed some cleverly constructed robotic controls inside the costume.

Cathy Lee hopes to see the Faircrow representing the Markham Fair at various community functions throughout the year.

She adds, "Also, the number one goal for the Markham Faircrow will be to tie him in with the educational direction which the Markham Fair is taking, such as having him go out to schools to enhance agricultural teaching units."

Visitors to the Markham Fair will find Faircrow wandering around the fairgrounds all four days.

He shouldn't be too hard to spot, just look for a larger than life,

Unionville
Home
Society

While we Live, Let us Live

The ANNUAL MEETING

of the

Unionville Home Society

will be held on

Thursday, September 27, 1990

at Sharon M. Lawlor Auditorium

4300 Hwy. #7

Unionville, Ontario

commencing at 7:30 p.m.

Congratulations

The Mayor and Council of Markham extend their best wishes to the

1990 Markham Fair



ANTHONY ROMAN Mayor, FRED COX Regional Councillor, RON MORAN Regional Councillor, FRANK SCARPITTI Regional Councillor, GORDON LANDON Regional Councillor



DOREEN QUIRK Ward 1, BOB SHERWOOD Ward 2, JIM JONES Ward 3, TOM NEWALL Ward 4, DAVID TSUBOUCHI Ward 5, KEN DUNPHY Ward 6, BILL FISCH Ward 7, ALEX CHIU Ward 8

MARKHAM