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## YP Country Times returns as YP Field Days major sponsor

Jess LIDDY  
JOURNALIST

THE Yorke Peninsula Country Times is excited to have retained major sponsorship of the Yorke Peninsula Field Days.

The 2021 field days will be held at Paskeville from Tuesday to Thursday, September 28-30.

Established in 1894, the YP Field Days event is acknowledged as the oldest in Australia, and the YP Country Times has provided promotion and sponsorship since the events inception.

The field days have a major focus on agriculture and the future, with extensive displays on a 30-hectare site.

YP Field Days president Martin Kenny said the committee was rapt the YP Country Times was on board as the major sponsor once again.

"We don't usually announce the major sponsor this early out, but we had complete confidence in the YP Country Times after the success of the 2019 event," Mr Kenny said.

"The committee has been impressed with the high-quality lift-out the Country Times has produced over the past few events, which the visitors love.

"We also see the benefit of using a locally owned and operated newspaper to keep the community, and wider community, up to date with our event."

YP Field Days CEO Peter Anderson said their partner-

ship with the YP Country Times in 2019 was very successful.

"We are very happy to go down this path again and I think it was mutually beneficial for both the event and the paper," Mr Anderson said.

"We all worked well together and we look forward to doing it all again next year to make it another highly successful field days."

YP Country Times managing director Michael Ellis said he was excited to announce the YP Country Times as the major sponsor of the YP Field Days, one of the region's biggest events, for the second time running.

"As a locally owned and operated newspaper, I'm extremely proud to support this major local event which will attract 30,000-plus people over three days from September 28-30," Mr Ellis said.

"We are thrilled about this continued partnership and look forward to supporting this important community event, especially after such an unprecedented year."

Mr Ellis said the YP Field Days was one of the biggest and most important events for Yorke Peninsula.

"The field days supports this area and one of its most important industries, which employs so many people both directly and indirectly," he said.

"We hope people come from far and wide to visit our region and support such a great event."

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- Martin Kenny, President, Yorke Peninsula Field Days



LOOKING TO 2021... Yorke Peninsula Field Days CEO Peter Anderson continues preparing for next year's event, to be held Tuesday to Thursday, September 28-30.

## SAVE THE DATE

### 28th, 29th, 30th

## SEPTEMBER 2021\*



\*Prevailing COVID-19 restrictions

Australia's Oldest Field Days | Biennial Event Established 1894

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