

**FOR IMMEDIATE RELEASE**

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### **Oregon State Fair Momentum Includes New Carnival for 2016**

***Rainier Amusements signs contract, setting the stage for “Next Generation” carnival operators to bring their vision and energy to one of America’s classic state fairs***

SALEM, Ore. — The 2016 edition of the Oregon State Fair will feature an all-new carnival produced by Rainier Amusements, a Portland company with family roots tracing back for decades in the Pacific Northwest carnival industry. The announcement was made today by Oregon State Fair CEO Mike Paluszak.

“We couldn’t be happier about the opportunity to collaborate with Rainier Amusements,” said Paluszak. “Co-owners Mitch and Crystal Hoss more than earned our confidence in their team’s proven ability to stage an amazing carnival for us in 2016. We were particularly impressed with their energy and vision and tendency to think big.”



Plans and details for their 2016 debut in Salem are in development, but a highlight of their expansive carnival layout will be the introduction of several new major rides to the Oregon State Fair. “We intend to bring a major ‘wow factor’ to the Oregon State Fair,” said Mitch Hoss. “And we look forward to announcing those new rides in the not-too-distant future.”

The Pacific Northwest is the primary business focus for Rainier Amusements, which launched in 2014. The name may well sound familiar to fair industry insiders, however, because Mitch Hoss’ uncle, Andy Andersen, operated Rainier Shows Carnival in the region for many decades. In fact, “Uncle Andy” ran the carnival at the 1952 edition of the Oregon State Fair.



“It’s fair to say the carnival business runs in my husband’s blood,” said Crystal Hoss, who worked alongside Mitch at Rainer Shows Carnivals for a few years. “He grew up in the industry, and he just loves everything about it. Then when we got married, and worked all across Canada together as game owners and operators, so the bug bit me as well.” Mitch previously served as unit manager at the Oregon State Fair for Funtastic Shows, the former carnival contractor, which means he has a keen familiarity with the grounds and Oregon fairgoers.

The Hoss family operates Rainier Amusements in that sweet spot between a deep-seated institutional knowledge and a willingness to shake up a few of the old traditions. “We have huge respect for the professionals we worked alongside over the years,” said Mitch. “At the same time, Crystal and I represent the next generation of carnival operators, and we’re bubbling with fresh ideas.”

One area of special focus for Rainier Amusements is safety. Rick Spromberg is their Chief Ride Supervisor and Safety Officer, with more than 35 years of industry experience. He has oversight of hiring, background checks, and training for the entire Rainier team. A certified safety inspector for the carnival industry, Spromberg makes certain workers attend safety seminars at the Northwest Showman’s Club, which provides professional testing and certification.

Another primary focus for Rainier Amusements can best be described as carnival aesthetics. The Hosses understand and celebrate the importance of a consistently clean, dynamic, energetic presentation throughout their carnival layout. “We know full well how important it is to fairgoers that their carnival look appealing and sharp and clean and well-run,” said Mitch Hoss. “It’s especially true for our team members, who all wear neat-looking lime green polo shirts on the job. We get compliments for the appearance of our crew.”

Yet another focus area for Rainier Amusements is the quality and variety of their food concessions. Mitch Hoss has been a partner with his parents for more than two decades in S&H Concessions, and he “cut his teeth” traveling with the Rainier Shows Carnival throughout the Pacific Northwest. Later, Mitch and Crystal moved their game concession business to Western Canada, where they traveled with West Coast Amusements. As concessionaires and game operators, Mitch and Crystal Hoss earned a 2014 Circle of Excellence Award from the Outdoor Amusement Business Association.



“There’s a lot to like about how Rainier Amusements goes about their business,” said Mike Paluszak. “But one of my favorite aspects is their take on customer service.” Rainier requires their uniformed staff to do more than simply greet and serve fairgoers—they strive for employees to become knowledgeable about the host event. This means, for example, being able to direct fairgoers to guest services, first aid stations, restrooms and security. “The carnival experience is vitally important to the Oregon State Fair,” said Paluszak. “And we expect Rainer to knock it out of the park in 2016.”

### ***About the Oregon State Fair***

Beginning in the late nineteenth century, located in Salem, Oregon, the Oregon State Fair has attracted thousands as a yearly tradition of family-fun oriented games, concerts, rides and agricultural exhibits. Throughout the years the fair has showcased Oregon crops and livestock, art, and culture. In 2016 this fair will stage its 151<sup>st</sup> edition August 26 through September 5. For more information, please visit [oregonstatefair.org](http://oregonstatefair.org).

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