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N.C. State Fair announces major partnership with software company Bandwidth
Includes new accessABILITY Day at the N.C. State Fair Sunday, Oct. 17

RALEIGH – The North Carolina State Fair, a division of the North Carolina Department of Agriculture and Consumer Services, today announced a major partnership with Triangle tech leader Bandwidth Inc.

As part of the partnership, Bandwidth will become a major sponsor of the N.C. State Fair and the company’s team members will serve as volunteers at various events. Bandwidth will also co-host a key addition to the 2021 N.C. State Fair: accessABILITY Day, a new special event day for people with disabilities.

“Bandwidth is a prime example of a company that helps create solutions that matter, and we appreciate their support to help make this year’s N.C. State Fair bigger and better than ever,” said Agriculture Commissioner Steve Troxler. “We are also excited to announce accessABILITY Day presented by Bandwidth. For years, our team has been brainstorming ways to make the fair more inclusive. We’ve spoken to advocates in the community about what steps we can take to be more welcoming to all North Carolinians, regardless of ability. To really put a focus on inclusion, specifically with a program like accessABILITY Day, we needed a partner who also strives every day to see both its employees and its community succeed. Bandwidth is the perfect corporate partner for this project.”

Running from 8 a.m. – noon on Sunday, Oct. 17, visitors can expect the following on accessABILITY Day:

- Rides and games will open at 9 a.m. and will operate with no lights or music playing.
- Vendors will operate with no lights or music at their booths.
- Music stages will only play acoustic sets with light amplification.
- The public address system will only be used for lost visitor announcements.

All-day activities on accessABILITY Day include:

- A “Bandwidth Chill Out Zone” will be available to guests in the Graham Building with tables/chairs, low lighting and soft music playing for those who need to take a break from the busy atmosphere outside.
- Guests can compete in specially designed inclusive and/or adaptive “on the spot” competitions.
- Adult changing stations will be added into existing family restrooms as space allows and will be available year-round.
- Noise cancelling headphones will be available to check out in the “Bandwidth Chill Out Zone” for those who need them.
- Guidebooks will be available to download online or pick up from guest services highlighting all the inclusive activities and amenities the Fair offers.

“The N.C. State Fair is a tradition in my family, and many others at Bandwidth. It’s the one event that connects our entire state each year, celebrating the richness of the people, communities and industries across North Carolina,” said David Morken, Bandwidth’s Chief Executive Officer. “That’s why this partnership is the perfect complement to our mission at Bandwidth of connecting people by developing and delivering the power to communicate. It’s also the perfect way for us to put down deeper roots in our community as we continue to grow.”

Bandwidth continues to deepen its roots here in North Carolina with the construction of a global headquarters campus at the corner of Edwards Mill and Reedy Creek Roads, the former location of the N.C. State Fair Park and Ride lot. With a desire to support the community where its employees live, work and play, Bandwidth committed to the construction of two replacement parking areas for use by the N.C. State Fair. The first will be located adjacent to Bandwidth headquarters on Edwards Mill Road, and the second will face Highway 54 near Mt. Vernon Road on N.C. State Fair property.

Convenient to I-40, the lots will serve as staging areas for emergency response agencies during disaster operations, support services staging for urban projects and expanded parking options during the annual N.C. State Fair and at other major events, as needed. During the fair, the parking lots will reduce traffic congestion around the perimeter of the fairgrounds, and will feature temporary amenities including ticket booths, lighting and restroom trailers.

“accessABILITY Day presented by Bandwidth, the company’s major sponsorship and volunteering, as well as our new parking lots all highlight our long-term plans for progress here at the N.C. State Fair,” said Fair Manager Kent Yelverton. “We can’t always be everything to everyone, but we can do our best to offer something every person in this state can enjoy. I’m excited about the roll-out and believe our fairgoers will be as well.”

Bandwidth (NASDAQ: BAND) is a global communications software company homegrown in the Triangle that helps enterprises connect people around the world. Companies like Google, Microsoft, Cisco, Zoom and RingCentral use Bandwidth’s APIs to easily embed voice, messaging and 911 access into software and applications. Backed by the largest directly connected network in the world, Bandwidth’s award-winning support teams help businesses solve complex communication challenges every day. More information is available at www.bandwidth.com.

The 2021 N.C. State Fair is slated for Oct. 14-24 at the North Carolina State Fairgrounds in Raleigh. The fair offers an experience unique to North Carolina for all who attend, and is a great value with free entertainment, thrilling rides and games, thousands of animals, endless family activities, competitions, vendors and creative deep-fried delights. For more information, visit www.ncstatefair.org.

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