

THE BIG E
SEPT 14 - 30, 2018
WEST SPRINGFIELD, MA

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**THE BIG E BOOK, BY ASHLEY KELLEHER,
AVAILABLE THIS FAIR SEASON, SEPT. 14-30**

Ashley Kelleher, of Hampden, Mass., recently launched “The Big E Book,” an illustrated children’s book about the 102-year-old Fair. With the full support of Eastern States Exposition, Kelleher brought her ideas to life through this publication, which is beautifully illustrated and reads with a cadence similar to Goodnight Moon, by Margaret Wise Brown.

Ashely is holding book signings on the Fair’s Media Gazebo next to the McDonald’s Giant Slide Sept. 21, 22 and 23. The book is also sold at all Souvenir locations.

With the help of her two young sons, Jesse and Dylan, Kelleher wrote The Big E Book as a beautifully illustrated guide of the Fair. Though it was intended for children, she hopes it will relate to all those connected with The Big E. Timeless features of the Fair, such as the Giant Slide, the Avenue of States and Hallamore Clydesdales in Farm-A-Rama are included in the illustrations.

The idea came to Kelleher when she was exchanging Big E memories with her sons. As someone who attended the Fair with her parents and grandparents growing up, she wanted to recognize all of the memories shared across generations of families who love The Big E. The book includes two interactive pages for the reader to add their own Big E photos and memories.

As her plans came to fruition, Kelleher approached Hope Walsh, a talented illustrator and recent graduate of Keene State College in Keene, New Hampshire. As another Western Mass. resident who grew up with The Big E, she was excited to take part in the creation of The Big E Book.

The Big E runs through Sept. 30 in West Springfield, Mass. and is jam-packed with food, entertainment, and so much more! Visit TheBigE.com to sign up for emails and connect on social media to be the first to get exclusive information. Join us with #BigEMoments.

THEBIGE.COM



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