



**North Branford
Potato & Corn Festival**

AUGUST
1-3 2025

NBPOCOFESTIVAL.COM

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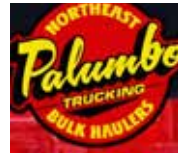
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SPECIAL THANKS TO NORTH BRANFORD PUBLIC WORKS, NORTH BRANFORD FIRE DEPARTMENT, NORTH BRANFORD POLICE DEPARTMENT, NORTH BRANFORD PARKS RECREATION, & SENIOR CENTER, NORTH BRANFORD PUBLIC LIBRARIES, NORTH BRANFORD SOCIAL SERVICES, AND TOWN HALL DEPARTMENTS. A BIG SHOUT OUT TO OUR AMAZING VOLUNTEERS, WHO MAKE THIS ALL POSSIBLE!

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#NorthBranfordPoCoFest

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FROM THE COORDINATORS

Welcome to the 2025 North Branford Potato and Corn Festival!

It's always an extra special celebration, and this, our 23rd year is no exception!!

We have lots of incredible vendors, activities, and attractions to enjoy including helicopter rides, tractor pulls, our famous fireworks show, exotic petting zoo, circus, contests and field games, live music, live wood carving demonstrations, an amazing midway filled with games and rides for all ages, and our AMAZING PoCo Corn and Potato Booth!!

The coordinator team would like to thank the staff at the Rec Department, Kerry Haynes, Kathy Poston, Sarah Brown, Luisa Breen, and Jess Cave for all their help and support!

In addition to the support we receive from the Recreation Department, we could not put on a festival of this magnitude without the unwavering support of the following town departments: Public Works, Police Dept., Fire Dept., and Town Hall staff. A special THANK YOU to Country Farm Market I and II for donating their Gators to the Police Dept. to use during the festival. - The Town department thank yous are already on the sponsor page.

Let's hear it for the volunteers!!

It is a true honor to be a part of this group of dedicated, hard-working, fun-loving volunteers. Our volunteers spend countless hours throughout the year planning, discussing, and meeting and then during the festival weekend, many of them are there from before sun up to long past sun down putting on the best local festival around. We cannot thank each and every one of them enough. Whether you work one four-hour shift for the festival or 52 weeks a year (like many of you do!), we extend our deepest gratitude to you.

In addition to our volunteers, the PoCo Fest also depends on the generosity of our many sponsors. Thank you to each and every one of you for the donations of money, goods, and services. The community is lucky to have so many businesses willing to support our festival. Please be sure to check out our list of sponsors and next time you are visiting their business extend your thanks!

We would like to give an extra special thank you to our local farms for their donations of fresh, delicious corn! DeFrancesco Farms, Augur Farms, Country Farm II, & Cecarelli Farm. THANK YOU for your continued support of the festival.

We look forward to the 2025 23rd Annual PoCo Fest and hope that you take a moment while you're visiting to look around and take in the beauty of our small town, appreciate that small-town, agricultural fair vibe, enjoy time with your family, and catch up with old friends. Please give a big THANK YOU to anyone you see in a "TEAM POCO" shirt because without them, there would be no festival.

See you at the fest!

Mary-Elissa Giovanni, Steve Torino, Elisa Pannone, and Rose Angeloni
The North Branford Potato and Corn festival coordinator Team



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FESTIVAL INFO

NORTH BRANFORD POTATO & CORN FESTIVAL **AUGUR PARK, 290 FOREST ROAD, NORTHFORD**

FESTIVAL HOURS OF OPERATION

Friday 5pm-10pm	Saturday 11am-11pm	Sunday 11am-6pm
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SHUTTLE BUSES:

North Branford Poco Festival offers \$2 round trip shuttle services to and from the event!

Northford Side:

Shuttle buses will pick up at Stanley T. Williams Community Center at 1332 Middletown Ave, Northford CT. ADA Shuttle - (Top of the Hour) Available at STW ONLY

North Branford Side:

Shuttle buses will pick up at North Branford Intermediate School 654 Foxon Road (RT80), North Branford, CT.

AND

North Branford High School 49 Caputo Rd. North Branford, CT.

• *Note no shuttles will be available at Jerome Harrison Elementary School*

PARKING:

\$25 onsite general parking will be located at Augur Valley entrance at 641 Totoket Road. Please refer to the parking map for exact directions from I-91N, I-91S, or I-95N.

\$25 Handicap parking will be located at the main festival entrance 290 Forest Rd (Rt 22). Valid handicap parking permits will be required to be displayed. Handicap parking is on a first come basis.

STUDENT DROP OFF / PICKUP:

The designated student drop off/pick up will be at the Augur House on Forest Rd (Rt 22). The entrance is located just north of the main entrance traveling north on Rt. 22. For everyone's safety and to help the flow of traffic, student drop off/pick up WILL NOT be allowed in the shuttle bus area of the main



IMPORTANT ANNOUNCEMENT FROM TEAM POCO

- *HELICOPTER RIDES ARE BACK!!**
- *LIVE ENTERTAINMENT**
- *BEST FIREWORKS AROUND**
- *MIDDLESEX TRACTOR PULLERS WILL BE BACK FRIDAY AND SATURDAY NIGHT**
- *AND THIS YEAR WE WELCOME ONE OF THE LARGEST TRAVELLING EXOTIC PETTING ZOOS IN THE COUNTRY!**

Only handicap parking will be at 260 Forest Rd.
All general parking will now be located at
641 Totoket Rd, Northford, CT 06472

entrance. We strongly recommended students using the shuttle buses and parents picking them up at the shuttle parking lots.

FESTIVAL POLICY:

Please be advised weapons, fireworks, electric stun guns, replica guns, ammunition, mace, and pepper spray are prohibited from the Festival grounds. Backpacks, bags, and containers are subject to visual search. Bicycles, skateboards, and personal motorized vehicles including golf carts are prohibited from the Festival grounds. Drones are strictly prohibited. Smoking (Including electronic cigarettes or 'vaping') is prohibited on the Festival grounds. Personal pets are not allowed; service animals are welcome. By entering the Festival grounds, you are consenting to the use of your image in photographic, video, and digital media for the purposes of publicity by the Town of North Branford and the Potato and Corn Festival.

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ATTRACTIONS

HTX HELICOPTER TOURS

HTX Helicopters tours and charters provide a unique and exciting way to explore scenic areas and landmarks from the air, including city skylines, natural landscapes, and popular tourist destinations. Weather permitting, HTX will be with us all 3 days!

PoCo is so excited to host this once again for the 2025 PoCo Festival. The tour will take you over Tilcon Quarry, Lake Gaillard, the beautiful landscape of North Branford/Northford, and on clear days you will enjoy views of Long Island Sound, all right from our festival! (All day during daylight hours, weather permitting, Friday, Saturday and Sunday \$60 per person)



RIDES AND AMUSEMENTS PROVIDED BY FIESTA SHOWS

Fiesta Shows is New England's largest traveling amusement provider. The mission of Fiesta Shows is one thing - to provide the community the opportunity to make memories and enjoy good old fashioned family fun!

Limited \$5 off weekend wristband coupons will be available! Keep an eye on our social media for an announcement on how to obtain one!

Fiesta will be bringing a variety of rides for all ages (the most we have ever had!), games, amusements, carnival treats, and New England's LARGEST portable ferris wheel (the 3rd LARGEST nationwide!)



THE POCO BEER & WINE GARDEN

The Beer/Wine Garden will be returning to the 2025 PoCo Festival! It is conveniently located next to the stage so you can enjoy all of the entertainment while enjoying a glass of wine or beer. There will be seating inside the garden so you can choose delicious fare from the 20+ food vendors on the fairgrounds to enjoy with your beverage. The Beer/Wine Garden will be open Fri., 8/2 from 5:30 pm - 9:30 pm; Sat., 8/3 from 11:30 pm - 10:30 pm; and Sun., 8/4 from 11:30 pm - 5:30 pm. Our PoCo Beer and Wine Garden is being run in partnership with North Branford's own, Central Cafe!



SICKLINE CARVING

We are super excited to have Sickline Carving joining us all 3 days of PoCo!! Come watch chainsaw carver Adam Mulholland create unique pieces of art **live!!** Several pieces sculpted during PoCo will remain in town for the community to enjoy for years to come.

THE VICTORIA CIRCUS

New for this year! Daring Motor cross steel arena, acrobatics, and a high wire!! Several performances each day!



MIDDLESEX COUNTY TRACTOR PULLERS

Tractor Pull area.
Friday 5pm until close



BURPEE EXOTIC PETTING ZOO

Husband and wife team of Lawrence Records and Alexandra Burpee founded Records and Burpee animal shows in 1987. Their experience in animal care, exhibition and training goes back to 1971. Today, along with sons, Ben and Harrison, They are based at Their private 28 acre farm. Their mission is to share their animal family in a positive way that will both educate and entertain children of all ages. Their lives are dedicated to the well being, safety and comfort of their animals and patrons.



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SCHEDULE

ENTERTAINMENT SCHEDULE

ALL WEEKEND ATTRACTIONS

Amusement Rides & Games in our midway brought to us by Fiesta Shows.

Burpee Exotic Petting Zoo

More than 40 exotic and unusual domesticated animals in "America's brightest, cleanest, friendliest, petting zoo". The zoo is housed under their own colorful big top.

Sickline Carving - demonstrations by chainsaw artist Adam Mulholland.

PoCo Beer & Wine Garden

In partnership with North Branford's very own, Central Cafe!

The Victoria Circus - Motor Cross Steel Arena, acrobatics, & high wire! Several shows a day.

HTX Helicopter tours

HTX provides a unique and exciting way to explore scenic areas and landmarks from the air. PoCo is so excited to host this once again for the 2025 PoCo Festival. The tour will take you over Tilcon Quarry, Lake Gaillard, the beautiful landscape of North Branford/Northford, and on clear days you will enjoy views of Long Island Sound, all right from our festival! (Saturday & Sunday only)

Middlesex County Tractor Pullers

Middlesex County Tractor Pullers began in September 1982, originally as a 4-H Club. Today, with approximately 80 members between the ages of 5 and 70, they travel around Connecticut to compete in the sport they love. Friday only.

Contests

Pie eating, corn husking & eating, potato peeling, mashed potato making. (In front of the Mainstage)

Games

3-legged race, wheelbarrow race, crab walk race, potato sack race, jump rope run, sponge bucket game, mashed Potato toss, hula hoop contest, & potato toss at Mr. Potato Head! (Field area before the hill)

STAGE SCHEDULE

FRIDAY 8/1

5:45 pm The Voice Contestant, Vocalist Kennii Araujo

7:00 pm Shot Down Band - modern country party band Shot Down performs cutting edge tunes as well as all the standard country favorites.

STAGE SCHEDULE (CONTINUED)

SATURDAY 8/2

1:00 pm The Pat Russo Band

5:15 pm The Voice Contestant, Vocalist Kennii Araujo

7:00 pm Connecticut's favorite Party Band - Juicebox!

9:15pm The National Anthem sung by North Branford 7th grade student Hailey Bayusik

FIREWORKS!!!!

Thanks to International award-winning provider Atlas Pyrovision, we have one of the BEST fireworks shows in Connecticut!! You don't want to miss this!!

Show starts approximately 9:15 Saturday, Aug 2nd with a rain date of Sunday, August 3rd.

SUNDAY 8/3

1:00 pm Take 2 and Call Me in the Morning

4:00 pm County Line Dancing demonstration with Kickin it

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POCO FESTIVAL FREQUENTLY ASKED QUESTIONS (FAQS)

1. HOW MUCH IS THE ENTRANCE FEE?

A. There is no entrance fee. The entire event and all entertainment is free. However, the food, craft and business vendors throughout the weekend charge for their product. **On-site parking fee is \$25**

2. IF IT RAINS, IS THERE A RAIN DATE?

A. *This event is held rain or shine.* There is no rain date. The only rain date is for the Fireworks scheduled for Saturday night. The rain date for fireworks only is Sun., Aug. 4 at approximately 9:15 pm. - I'll check the vendor forms but I am pretty sure they all say they have to stay too if fireworks move to Sunday.

3. ARE PETS ALLOWED?

A. Only service animals are allowed on the Festival grounds. Pets are not otherwise permitted.

4. IS THERE HANDICAPPED PARKING?

A. There is limited handicapped parking at 290 Forest Rd. You must have a valid handicap placard displayed. There is a \$25 parking fee. ADA shuttles are available from STW Community Center

5. IS THERE PARKING ON-SITE?

A. There is ample parking available at Augur Valley - 641 Totoket Rd. On-site parking is \$25.00 cash only. Money generated from our festival goes back to the community and Student Athletes. There is also designated motorcycle parking available.

6. ARE THERE DIRECTIONS AVAILABLE?

A. Directions can be found under the information tab on our website. Please use 641 Totoket Road, Northford, CT for GPS directions for general parking.

7. WHAT ABOUT THE FANTASTIC FIREWORKS I KEEP HEARING SO MUCH ABOUT?

A. The firework show begins after 9pm. on Saturday night. In the event of inclement weather, the fireworks show will be postponed to Sunday night around 9pm. The information will be posted on this website.

8. HOW CAN I GET REAL-TIME INFORMATION REGARDING THIS EVENT?

A. Both our website, Instagram, and Facebook page are updated throughout the weekend with details on weather, cancellations, and other information. We **STRONGLY** encourage you to "like" our Facebook page. (North-Branford-Potato-and-Corn-Festival) in order to receive information as opposed to phoning the Recreation Department which has limited hours over the weekend. You can also follow us on Facebook &

Instagram.

9. CAN WE BRING IN OUR OWN FOOD/DRINK/COOLERS?

A. NO coolers, outside food, or drinks are allowed.

10. Please, NO DRONES! They are extremely dangerous with the large crowds we expect.

11. We offer \$2 shuttles to and from the event. One lot in Northford and Two lots in North Branford. Check our online site for specific locations.

12. Parent drop off and pick is located at the Augur House, 298 Forest Rd.

13. WHERE DOES THE MONEY EARNED BY THE FESTIVAL GO?

A. We are a committee made up of Volunteers and the Festival itself is self-sustaining. The NET PROCEEDS from the festival provide the teams sports incentives, Scholarships, local organization donations, supporting a holiday dinner for the NB Senior Center, and to fund the following year's festival. We take pride in a free festival, free transportation, and free shuttles.

14. DO YOU NEED CASH?

A. We have ATMs on-site and most vendors accept credit/debit cards.

15. HOW DOES THE WRISTBAND WORK FOR RIDES?

A. We offer discounted wristbands online until July 26th. You are able to continue to purchase full price wristbands all the way through the weekend online to save time standing in line during the festival.

The Fiesta Shows Amusement Company offers weekend, one day, and individual tickets on-site. The fees are not set by the festival. Full-weekend wristbands are valid for the entirety of the festival.



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VENDORS



FRIDAY

- 5:30 Potato peeling - adults only (stage area)
- 5:45 Jump Rope Run - all ages (field)
- 5:50 Potato sack race - all ages (field)
- 6:00 3-legged race - partner needed (field)
- 6:05 Wheelbarrow race - partner needed (field)
- 6:45 Pie Eating Contest -all ages (stage area)

SATURDAY

- 12:30 Corn Husking and eating - all ages (stage area)
- 1:00 Sponge Bucket - ages 5 and under (field)
- 3:00 Mashed Potato making - adults only (stage area)
- 3:30 Hula hoop contest - all ages (field)
- 3:45 jump rope run -all ages (field)
- 3:50 Crabwalk race -all ages (field)
- 5:00 Mashed Potato Toss - all ages, partner needed (field)
- 5:15 Potato sack race - all ages (field)
- 6:20 Pie Eating Contest - all ages (stage area)

SUNDAY

- 12:00 Sponge bucket - ages 5 and under (field)
- 12:30 Corn Husking and eating -all ages (stage area)
- 12:45 Potato peeling - adult only (stage area)
- 1:00 Hula Hoop Contest -all ages (field)
- 1:15 jump rope run -all ages (field)
- 1:20 3-legged race - partner needed (field)
- 2:00 Potato toss at Mr Potato Head -all ages (field)
- 2:30 potato sack race -all ages (field)
- 2:40 crab walk race -all ages (field)
- (Pie eating contest rain date)



VENDORS

PoCo's very own, local farm Fresh Roasted Corn, & Loaded Baked Potato FOOD Tent located right next to the Mainstage!

California Curly Fries

Chompers

Get Roasted

j'scrabshack

jas

keifers

Los Mariachis

Repicci's

Polish Plate

Prime Concessions

Textmex Fusion Food Truck

Thai Taste

Ultimate BBQ

VFW

Wild bills

Sultan Kebab

Paradise Island

Dougboy Mini Donuts

Ashley's Ice Cream

You had me at mallow

Authentic Jerk & BBQ

Taste of Grill

Fiesta Shows

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CRAFT, BUSINESS, & NON-PROFIT VENDORS

Coming soon!



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TOTOKET VALLEY PARK

290 Forest Road, Rt. 22, Northford, CT

**Handicap
Parking
Enters Here**

Driveway by
the Food Pantry

Helicopter Rides

Shuttle Parking
NBIS & NBHS

**All On-Site Parking
\$25 per vehicle**

641 Totoket Rd,
Northford, CT 06472

**HANDICAP PARKING ONLY
\$25 per vehicle**

260 Forest Rd
Northford, CT 06472



SHUTTLES - \$2 per rider
Ages 10 & under **FREE**
Cash and card accepted!

NORTHFORD SIDE:
STW Community Center
1332 Middletown Ave,
Northford, CT 06472
ADA Shuttle - (Top of the
Hour) Available at STW ONLY

NORTH BRANFORD SIDE:
North Branford
Intermediate School
654 Foxon Rd,
North Branford, CT 06471
North Branford High School
49 Caputo Rd,
North Branford, CT 06471

*Please note: There is NO
shuttle service from Jerome
Harrison Elementary School.*



GENERAL ON-SITE PARKING - \$25
641 Totoket Road, Northford, CT



From I95 North or South:

Take exit 55 and head East on Rt 1 towards Guilford. Take a Left on to N Branford Rd./Rt 139, bringing you to the intersection of Rt80. Take a left onto Rt80 and follow signs. All general parking is located at 641 Totoket road.

From - I91 South

Take exit 14 and turn right off the exit and first left on S Airline Rd. Continue until next traffic light turn left onto Woodhouse Ave./Rt 150, follow until stop sign and turn left, continue until you see signs for poco festival. **Please expect traffic delays!**