



2016 Media Kit

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GENERAL INFORMATION

Dates / Times	September 8 – 18, 2016 Sunday – Thursday 10 a.m. – 9 p.m. Fridays & Saturdays 10 a.m. – 10 p.m.
Location	EXPO New Mexico 300 San Pedro NE Albuquerque, NM 87111
Gates Open	<ul style="list-style-type: none"> • Gate 8 (located on Louisiana) • Gate 1 (located on Central) • Gate 4 (located on San Pedro, open to pedestrians and patrons using Bike Valet service. Parking inside Gate 4 is prohibited without an official Gate 4 Parking Pass)
Gate Prices - General	<ul style="list-style-type: none"> • Adults (age 12 – 64) \$10 • Seniors (age 65 & up) \$7 • Children (age 6 – 11) \$7 • Children 5 & under FREE
Gate Prices – Advanced Purchase Discount at Walgreens	<ul style="list-style-type: none"> • Adults (age 12 – 64) \$7 • Seniors (age 64 & up) \$6 • Children (age 6 – 11) \$6
Midway Hours	Monday – Friday Open at 2 p.m. Saturdays & Sundays Open at 10 a.m. Kiddie Land Rides Monday – Friday Open at 12 p.m. Saturdays & Sundays Open at 10 a.m.
Rides	<p><u>The Mega Pass</u> - The Mega Pass can be purchased August 11 – September 9 at all Walgreens locations statewide. Each Mega Pass one gate admission and one unlimited ride wristband. The Mega Pass is good any one day of the Fair. ONLY \$28 per pass at all statewide Walgreens locations.</p> <p><u>All Day Ride Wristbands</u> – All Day Ride Wristbands can be purchased at the Midway ticket office located at the entrance of the Midway. All Day Ride Wristbands will be available for purchase every day of the Fair, except for Wednesday, September 14th.</p> <p><u>\$1 Carnival Rides</u> – On Wednesday, September 14th fairgoers can ride for just a buck per ride. \$10 minimum purchase, some restrictions apply.</p> <p><u>Prepaid Ride Cards</u> – Less enthusiastic riders can purchase ride</p>

	<p>cards at kiosks located throughout the Midway. Perfect for wrapping up your day at the Fair with a ferris wheel ride at sunset, or for parents with tiny tots who might only want to ride a few rides. Prepaid cards are a great way to keep your Fair budget in check.</p> <p>Wristband Prices – Good all day Thursday, 9/8 \$12.00 Friday 9/9, Saturday 9/10, Sunday 9/11 \$35.00 Monday, 9/12 \$25.00 Tuesday, 9/13 \$12.00 Wednesday 9/14 DOLLAR DAY – NO WRISTBANDS WILL BE SOLD, ALL RIDES WILL BE \$1, MINIMUM TICKET PURCHASE \$10; WALGREENS WRISTBANDS WILL BE HONORED ON 9/14 Thursday, 9/15 \$20.00 Friday 9/16, Saturday 9/17, Sunday 9/18 \$35.00</p> <p>Ride Card Credits –Rides take between 6 and 12 credits \$2.00 2 credits \$11.00 20 credits \$21.00 40 credits \$51.00 100 credits \$101.00 200 credits</p>
<p>Parking</p>	<p>There is plenty of free parking inside Gate 8 available. Premium Parking will also be available inside Gate 8 and Gate 1 \$10 / \$20 day of arrival.</p> <p>Uber – Bypass the traffic and UBER to the Fair! First time Uber users will receive a ride discount to the Fair when they download the UBER app and use the State Fair promo code</p> <p>Bike Valet – Ride your bike to the Fair! Bike Valet is available inside Gate 4. Bikes can be parked and monitored by our valet staff. There is no charge for Bike Valet service.</p>
<p>ATM Machines</p>	<p>There are ATM machines located throughout the fairgrounds for the convenience of our guests.</p>
<p>Nursing Mom & Diaper Changing Centers</p>	<p>There are two locations where nursing moms can take a break from the heat, and hustle and bustle of the Fair to tend to the needs of our newest Fair guests. Nursing mom and diaper changing centers are located inside Gate 4, near the Kids’ Pavilion, and inside the Manuel Lujan Building.</p>
<p>Wheelchair and Stroller Rentals</p>	<p>Equipment is available for rent inside Gates 1, 4, & 8. All rentals require a valid driver’s license and a fee. Rental location hours are 10 a.m. – 10 p.m.</p>
<p>Contact Information</p>	<p>www.exponm.com @NMStateFair #MeetMeAtThe Fair Office (505) 222-9700</p>

WHAT'S NEW

Navy Week @ the Fair Sept. 12 – Sept. 18	America's Navy protects and defends America on the world's oceans. Earlier this year, Albuquerque was chosen as one of 15 U.S. cities to host a Navy Week, one of the Navy's signature outreach programs. The New Mexico State Fair is honored to host some of the events concentrating on a variety of Sailors, special events and exhibits, sharing the Navy story first-hand with as many people as possible. The program is designed to give area residents an opportunity to learn about the Navy, its people and its importance to national security and prosperity.
Ma'Ceo Circus by Cavallo	An international cast of horses and artists provide the highest level of live entertainment in this high-energy, gypsy themed acrobatic equestrian event. Truly a unique experience and nothing that even seasoned Fairgoers have ever seen at the New Mexico State Fair. The show features ground tumbling, dressage, classic bareback riding, and trick riding. This show features six beautiful and exotic breeds of horses and presented to the captivating sound of Spanish gypsy music and costumes. Cavallo Equestrian Arts are the last performers in the world that perform many of the stunts in this show. Shows will take place under the giant Big Top located in the Creative Arts lot, west of Tingley Coliseum. <u>FREE</u>
Aussie Kingdom	Are you ready to take a magical journey through the Australian outback? Aussie Kingdom is a fun, interactive animal show featuring some of the world's most unique animals native to Australia. Expert and professional animal handlers will present interesting facts about kangaroos and wallabies, along with native Australian birds like the kookaburra and rainbow lorikeet. This exhibit features several types of marsupials (pouched animals) and a walk-in Bird Aviary. Aussie Experts will also present information about their native land and the people of Australia. Animals will be on display between shows and throughout the day for fairgoers to enjoy. <u>FREE</u>
Xpogo	The Xpogo Stunt Team is the most talented and experienced extreme pogo performance team in the world. Jumping over 9 feet in the air on next-generation pogo sticks while throwing down flips and incredible tricks. This Stunt Team holds 13 Guinness World Records and is sure to keep Fairgoers engaged until the final bounce. <u>FREE</u>
DockDogs	DockDogs features dogs gunning down a 40 – foot canine runway and jumping headlong into a 27,000 gallon pool of water. This National Dog Jumping Competition features some of the area's most talented dogs. Local dog owners wishing to compete in this fun event should visit exponm.com for more information.

Great American Cowboy Boot Camp	Great American has done it again, with this truly unique and interactive and educational western lifestyle exhibit. Featuring cowboy themed kid's activities and crafts throughout the space. There are stations filled with colorful tents and activities for the kiddos including saddling a pony. Qualified staff will get you through this great cowboy adventure zone! FREE
Magician Sheldon Casavant	Casavant is thrilling crowds nationwide! Come see the light-hearted, high energy interactive show for all ages. Become part of the action as borrowed items vanish and reappear, objects are brought to life, minds are read, and people get called on stage to perform impossible feats. 4 Daily Shows located throughout the grounds. FREE
Uber to the Fair	The New Mexico State Fair and UBER have partnered to offer our guests the Fair experience...without the lines! Simply download the UBER app, sit back, and enjoy the ride. First time UBER riders receive a credit when they enter the State Fair promo code. No traffic. No long gate lines. No problem!

POPULAR FAVORITES

<p>New Mexico State Fair Cream Ale</p>	<p>IT'S BACK! In 2015, the New Mexico State Fair and the New Mexico Brewer's Guild partnered to develop a unique and new, tradition – our very own seasonal New Mexico State Fair Craft Beer. The return of the New Mexico State Fair Cream Ale is a result of our continued support of the state's booming craft brew industry. Our State Fair Cream Ale is available at retailers and restaurants throughout the state and will be available to Fairgoers at designated areas throughout the grounds during the Fair.</p>
<p>Great American Pig Races</p>	<p>Head over to the north end for the Great American Pig Races inside the Dairy Barn. Each exciting educational show includes four heats featuring audience participation, pig trivia, and prizes for the winning cheerleaders. Pick out your favorite porcine pacer and cheer them on to the finish line! FREE</p>
<p>Great American Duck Races</p>	<p>New Mexico's own Champion Duck Racer, Robert Duck (yes, that's his real name) and his fast-flapping water fowl return to this year's State Fair. The 12-time winner of the Great American Duck Race of Deming, NM shares his extensive knowledge of duck racing and interesting facts about Mallards in this fun and interactive show. The competition is fierce as each crowd participant selects their potential winged winner and competes for prizes in one of five races during each show. FREE</p>
<p>Great American Petting Zoo</p>	<p>Fun for all ages, The Great American Petting Zoo allows kids and adults alike to get up close and personal with some of the cutest animals around. The barrier-free exhibit puts Fairgoers and sheep, goats, ducks, and other animals in touch with each other in this unique and friendly animal exhibit. Open daily at 10 a.m. FREE</p>
<p>Rio Grande Canine Barrel Racers</p>	<p>Watch these amazing rescue canines run around cones and head for the finish line, only for a treat of course! This animal rescue group spends their days loving, caring, and training these dogs. FREE</p>
<p>The Pee Wee Stampede</p>	<p>Located inside Gate 4, the smallest of cowboys and cowgirls can get in on a little bit of rodeo action themselves. Hats, chaps, stick horses, and rodeo numbers are supplied as boys and girls participate in rodeo events such as the grand entry, barrel racing, bull riding, and steer wrestling. FREE</p>
<p>Great American Pony Rides</p>	<p>Photo ops abound when you've got kids on ponies. Great American Pony Rides is located inside Gate 4. Open daily at 10 a.m. Small fee for rides and photo</p>
<p>Zip Line Sling Shot Thrill Ride</p>	<p>Whether it's your first time, or your annual "Fair Thing," the Zip Line and Sling Shot Thrill Ride offer unique perspectives on the Fair.</p>
<p>Street Drum Corps</p>	<p>World Famous "Street Drum Corps" will be drumming up high energy acts daily at the 2016 New Mexico State Fair. This unique industrial percussion act will bang on anything to create rhythm and music to get you moving. FREE</p>

<p>New Mexico Country Store Turns 25!</p>	<p>2016 marks the 25th year that New Mexico foodie fans and proprietors meet at The New Mexico Country Store. The State Fair and NMDA have a long tradition of showcasing one-of-kind, New Mexico original chile products, jerkies, salsas, jams, nuts, candies, and more! This Fairgoer favorite is a one-stop-shop for picking up all of those elusive gifts for out of town friends and family, while supporting some of New Mexico's best agriculture-based retailers.</p>
<p>2016 Battle of the Salsas</p>	<p>The public is invited to taste and vote on over 30 New Mexico original salsas on Saturday, September 10th from 1 p.m. – 3 p.m. in the courtyard of the the Agriculture Building. Hundreds of Fairgoers lineup to taste and vote for the Best Salsa in the State. Grab your pencils, a ballot, and your tortilla chips, and get ready to cast your vote!</p>
<p>Live Racing – The Downs at Albuquerque</p>	<p>Race fans can take in live horse racing at the Downs at Albuquerque's newly remodeled Grandstand. New to this year's schedule: Live night racing!</p> <p>Night Racing Post Times: September 8, 9, 10, 12 6:05 p.m.</p> <p>Afternoon Post Times: September 11, 13 – 18 1:30 p.m.</p>

HIGHLIGHTS / CAN'T MISS

<p>New Mexico State Fair Karaoke Competition</p>	<p>Entering its third year, the Call Me Ozz Dot Net and New Mexico State Fair Karaoke Competition began preliminary qualifications for the 2016 event in the late Spring. The karaoke competition, among the biggest in the state of New Mexico, is hosted at various local bars and restaurants with aspiring singers qualifying for the option to compete in the final rounds held at the New Mexico State Fair. This year's grand finale will be held on Saturday, September 17.</p>
<p>New Mexico State Fair Parade</p>	<p>Every year, tens of thousands of people line Central Avenue to watch this time honored event. The theme for this year's parade is "Parade of Champions" and leaves the Fairgrounds at 8:30 a.m. on September 10th. Parade route heads east on Central Ave. and disbands at Eubank Blvd.</p>
<p>PRCA Roughstock Rodeo Camp</p>	<p>On September 11th from 9 a.m. – 2 p.m. some of ProRodeo's best will be on hand at the PRCA Roughstock Rodeo Camp. This free day camp provides a fun, educational and positive rodeo experience to kids age 8 and older. Registration is free and includes Fair admission for participants and one chaperone.</p>
<p>Phil & Phyllis are BACK!</p>	<p>The New Mexico State Fair Mascots are back for some Fairtime fun!</p>
<p>Kick-Off Hispanic Heritage Month @ The New Mexico State Fair</p>	<p>Celebrate Hispanic Heritage Month at Villa Hispana. On Thursday, September 15th with a naturalization ceremony in the evening, coordinated through the Hispanic Heritage Month Committee.</p>
<p>Northern New Mexico Day</p>	<p>Featuring Darren Cordova y Calor on September 17th. The New Mexico music superstar will play to a packed house in the Villa Hispana. This all-day event gets under way at 11 a.m., and will feature Northern New Mexico Music acts.</p>
<p>Unique Foods Contest</p>	<p>Every year a select few food concessionaires step out of the norm and take Fair food to a whole new level. The Unique Foods Contest pits some of the newest and most creative dishes on the Fair food circuit in a head-to-head challenge for the year's Most Unique Food title. Participants will feature their entries on their menus throughout the run of the Fair.</p>
<p>Green Chile Cheeseburger Challenge</p>	<p>Restaurants from around the state will compete, but only one will win the coveted title of "Best Green Chile Cheeseburger in the State." Contestants from across New Mexico will fire up their grills and serve up their own takes on this New Mexico restaurant staple. Join us in the courtyard of the Agriculture Building for the excitement on Monday, September 12th. Here are the contestants for this year's challenge:</p> <ol style="list-style-type: none"> 1. Fuddruckers –Albuquerque 2. Big Mikes Grill - Belen 3. El Bruno's Restaurant - Cuba 4. Pasion Latin Fusion - Albuquerque 5. Sadie's of New Mexico –Los Ranchos 6. Los Chavez Café's HUB City Grill - Belen 7. Laguna Burger -Laguna 8. Sparky's Burgers, BBQ & Espresso - Hatch

	<p>9. The Eklund - Clayton</p> <p>10. Starr Brothers Brewing - Albuquerque</p>
Disc-It Chicharron Challenge	The Chicharron Challenge will take place in the Agriculture Building Courtyard on Tuesday, September 13 th , beginning at 12:00 p.m. Restaurants from around the state will go head-to-head in this contest for bragging rights to the title of “Best Chicharrones in the State.”
FFA & 4-H	The state’s long tradition of raising livestock and deep agriculture roots take center stage on the North End. The state’s hardest working kids spend months preparing, caring, raising their prize livestock to compete for the coveted title of “Grand Champion.” Juniors Week comes to a head at the Junior Livestock Sale on September 16 th .
Creative Arts and Home Arts Competitions	Everything from amateur photography to intricate quilts is on display in the Creative Arts and Home Arts buildings. Come for the Chile Contest on September 13 th and the SPAM contest on September 15 th .
Shopping @ the Fair	A shopper’s haven awaits fairgoers inside the Manuel Lujan Building. Everything from caramel apples to spa units can be found inside.
NMDA Reds, Whites, and Brews	Back for a second year and promoting New Mexico’s craft beer and wine industries, NMDA is hosting a series of happy hours featuring some of New Mexico’s award winning libations. Head over to the Agriculture Building Courtyard September 8-10, and September 15-17 from 3:00 p.m. – 7:00 p.m. to sample beers, wines, cheeses, and a variety of other New Mexico grown snacks.
New Mexico State Fair Pow-Wow	On Saturday, September 17 th tribes from all over the state will participate in one of the largest gatherings of the year. Events and native dances will take place throughout the day at Indian Village. Pow-Wow gets under way at 1:00 p.m.
Totonac Pole Flyers	The Valadores will perform their beautiful and awe inspiring flights for the third year, inside the Indian Village. Watch as the Valadores jump/fly, their descent is a symbolic spin to the Recreation of the World and Regeneration of Life.
Horses Helping People	On Friday, September 9 th various organizations that use horses for therapeutic purposes will be at the Indoor Horse arena demonstrating the highly regarded effects of horses. Everything from speech therapy to the effects of PTSD, horses help people from all walks of life through difficult challenges. Learn more about some of our local equine therapy facilities. Indoor Horse Arena – 9 a.m.
2016 New Mexico State Fair Horseshoes Tournament	<p>From the backyard to Main Street, this year’s Horseshoe Tournament will once again be held inside the Palomino Stalls located on the north end of Main Street. Folks interested in participating can enter at www.shoesnbrewsnm.com/</p> <p>The tournament schedule is as follows:</p> <ul style="list-style-type: none"> • Thursday, Sept 8th – Saturday, Sept 17th – Horseshoe Challenge / Corn Hole Challenge Shoes ‘n’ Brews Beer Garden • Friday, Sept 16th – Singles Tournament with Single Elimination

	<p>9 a.m. - Shoes n' Brews Beer Garden</p> <ul style="list-style-type: none">• Saturday, Sept 17th – Team Tournament with Double Elimination <p>9 a.m. Outdoor Horse Arena</p> <ul style="list-style-type: none">• Saturday, Sept 17th – Horseshoe Challenge / Corn Hole Challenge Finals – 10 a.m. - Shoes n' Brews Beer Garden• Sun Sept 18th – Team Tournament Finals <p>10 a.m. - Shoes n' Brews Beer Garden</p>
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RODEOS & CONCERTS

<p>Friday, September 9 7 p.m.</p> <p>Ticket Prices: \$15.00 Bench \$20.00 Chair Back \$35.00 Box</p>	<p><u>Tracy Lawrence and Rank Lil Buckers Rodeo</u> For over 20 years, this multi-platinum CMA and ACM winning artist has helped shape the country music genre. The country singer has enjoyed twenty-two songs on the Billboard top ten charts with eighteen number one singles, selling over 13 million albums.</p> <p>Rank Lil Buckers Rodeo features some of the toughest and youngest rodeo athletes in this national qualifying event. Participants, ages 6-18 compete in events such as saddle bronc and bareback on smaller rodeo stock.</p>
<p>Saturday, September 10 7 p.m.</p> <p>Ticket Prices: \$15.00 Bench \$25.00 Chair Back \$35.00 Box</p>	<p><u>PRCA Xtreme Bulls with Neal McCoy and hONEYhoUSE</u> Neal McCoy continues to be one of country music's beloved artists. With three platinum albums, and 10 top ten hits, the two-time Entertainer of the Year continues to captivate audiences.</p> <p>Local band, "hONEYhoUSE" is a unique acoustic trio combining the talents of three very diverse and seasoned artists into one unexpected powerhouse force. Consisting of award winning R&B/Gospel soulstress Hillary Smith, earthy Blues/Folk singer-songwriter Yvonne Perea, and sweet voiced Mandy Buchanan, "hONEYhoUSE" seamlessly melds the lines of musical genres with their original creations embracing blues, soul, folk and Americana.</p>
<p>Tuesday, September 13 6:45 p.m.</p> <p>Ticket Prices: \$10.00 Bench & Chair Back \$30.00 Box</p>	<p><u>Wrangler Patriot Rodeo</u> The PRCA kicks off six nights of rodeo on this very special evening honoring our men and women in uniform. Rodeo tickets are only \$10 for this special night of rodeo. <i>Pyrotechnics will be part of the grand entry.</i></p>
<p>Wednesday, September 14 6:45 p.m.</p> <p>Ticket Prices: \$10.00 Bench & Chair Back \$30.00 Box</p>	<p><u>PRCA Rodeo with Chase Bryant</u> Music defines Chase Bryant. At every level and in often unexpected ways, his truths are expressed in melody, lyrics, hooks and sounds ... but his reality goes even deeper than that. Bryant's heritage is defined by music. His upbringing, his craft, his inspiration and his obsessions are all centered in the same -which is good -because there's no other way to explain how a 23-year-old Texan could already be a top-flight guitar player, head-turning songwriter.</p> <p>The always popular Calf Scramble and Mutton Bustin' will be featured during the rodeo. New Mexico's 2016 Farm and Ranch Families will also be honored.</p>
<p>Thursday, September 15 6:45 p.m.</p> <p>Ticket Prices: \$15.00 Bench \$25.00 Chair Back \$35.00 Box</p>	<p><u>PRCA Rodeo with LOCASH – Tough Enough to Wear Pink</u> According to many music industry insiders, LOCASH is shaping up to be one of country music's hottest new duos. They have built their brand through live performances, as well – with appearances on some of the most prestigious stages in the world, and have shared stages with acts ranging from Tim McGraw to Kiss. Their music has received over ten</p>

	<p>million view on YouTube, and they are known as one of the hardest working acts in the music business today. Their current single “I Know Somebody” is climbing the Billboard charts.</p> <p>Kids with special needs participate in the Exceptional Rodeo starting at 5:45 p.m. The PRCA supports Breast Cancer Awareness through its Tough Enough to Wear Pink initiative. Showing support for individuals affected by breast cancer.</p> <p>4-H livestock shows winners will show their prized animals in the Parade of Champions. This quick jaunt through Tingley Coliseum is a long standing tradition at the New Mexico State Fair.</p>
<p>Friday, September 16 6:45 p.m.</p> <p>Ticket Prices: \$15.00 Bench \$25.00 Chair Back \$35.00 Box</p>	<p><u>PRCA Rodeo with 38 Special</u></p> <p>After more than three decades together, 38 SPECIAL continue to bring their signature blast of Southern Rock to over 100 cities a year. With sales in excess of 20 million, most associate the band with their arena-rock pop smashes, “Hold On Loosely,” “Rockin’ Into the Night,” “Caught Up in You,” “Fantasy Girl,” and more – Timeless hits that remain a staple at radio, immediately recognizable from the first opening chord, and paving the way to their present-day touring regimen.</p>
<p>Saturday, September 17 6:45 p.m.</p> <p>Ticket Prices: \$15.00 Bench \$25.00 Chair Back \$35.00 Box</p>	<p><u>PRCA Rodeo with Dwight Yoakam</u></p> <p>Country music legend Dwight Yoakam’s distinctive, supple vocals, accented with his Kentucky croon, sound as strong today as they did on his debt, 1985’s <i>Guitars, Cadillac’s, Etc. Etc</i> .Its release immediately yielded hit singles, and over the course of some 21 albums – totaling more than 25 million in sales worldwide – Yoakam has continued to passionately sing, write, and play music brimming with hard country and rock & roll. Second Hand Heart, Yoakam’s new album, was self-produced by Yoakam, and reflects where he’s been, but even more so, where he is going.</p> <p><u>Queen’s Horse Competition (during the rodeo)</u></p> <p>The 2016 New Mexico State Fair Queen competition continues on Saturday night inside Tingley Coliseum, during the PRCA Rodeo. Young women from around the state will show-off their exceptional riding skills.</p>
<p>Sunday, September 18 4:00 p.m.</p> <p>Ticket Prices: \$10.00 Bench \$20.00 Chair Back \$30.00 Box</p>	<p><u>PRCA Rodeo and New Mexico State Fair Queen Coronation</u></p> <p>The New Mexico State Fair’s 2016 Rodeo/Concert season closes with a fun and exciting afternoon of rodeo and the conclusion of the State Fair Queen competition.</p>

DEALS / DISCOUNTS

Opening Day	\$2 Admission for all / \$12 Wristbands
Teacher Appreciation Weekend	The New Mexico State Fair values the hard-work and dedication of our state's educators. From September 9 – 11 all New Mexico Teachers with a valid school I.D. or current paystub will enjoy FREE admission to the Fair.
Law Enforcement Day	As a "Thank You" we are offering Law Enforcement Officers FREE admission to the Fair with a valid, department issued I.D., all day September 8 th .
Firefighters Day	Firefighters with a valid department I.D. will get FREE admission to the Fair on September 9 th .
Military and Veterans Appreciation Day	Tuesday, September 13 th , all veterans and active duty military will enjoy FREE gate admission with their valid military I.D.
The New Mexico Lottery Coupon	Use your lottery ticket with the New Mexico State Fair rodeo coupon printed on the back for \$3 off your rodeo ticket. Offer good at unmtickets.com and at the Tingley Box Office
\$2 Admission	On Monday, September 12 th , and Tuesday, September 13 th Fair admission is only \$2!
\$1 Admission & \$1 Carnival Rides	Wednesday, September 14 th is DOLLAR DAY! Fair admission is just a buck! Fairgoers can ride Midway rides for just a buck! <i>\$10 ride card minimum purchase required, some restrictions apply.</i>