WILLIAMSON COUNTY FAIR INTRODUCES MOBILE APP, NEW FEATURES AND ATTRACTIONS

"9 Days of Fun" Kicks Off this Friday, Runs Through Saturday, August 12

FRANKLIN, Tenn. – The Williamson County Fair kicks off Friday evening with a ribbon cutting at 5:30 p.m., and fairgoers are in for a treat. Among the favorites people look forward to year after year are the Midway rides, fair food, and Little 1's Farming. New additions include three new rides on the Midway, as well as numerous opportunities to explore STEM activities, and for kids of all ages to be a kid again!

Available for both iOS and Android is the new #WilcoFair app, which includes not only schedules and general information, and can also direct real-time information on specials, show times, vendors and more to people attending the Fair.

"This technology is designed to enhance the experience for people of all ages. In the Children's Barnyard, this app provides additional educational information on the animals they are petting, Midway information, ride specials or even an update on where the lines are shortest at that moment," said Williamson County Fair Chairman Rogers Anderson. "When you're in the vendor areas, you might get a ping about a deal on an item, or a performance that's about to start on the Bluegrass stage. We think this will be a welcomed addition, and something we can build on in future years."

The free app is available for download now. Attendees who show the app on Tuesday, Wednesday or Thursday receive a $1 discount off of the price of admission, which is not valid with any other offers.

Several exhibits, rides and other attractions are new this year. Among them are the 4-H & Youth Village, presented by Berry Farms. Inside the arena, there are interactive exhibits, including everything from contests to hands-on activities: think wood stamping, building popsicle stick bridges and learning about bugs, while perusing the 4-H & Youth entries. On Saturdays, don't miss the Robotics Challenge!

Inside on the arena floor is the new Wild Science exhibit, designed to engage kids and families of all ages with STEM-based activities that engage the five senses. Among the activities are a balance beam, brain-teasers, giant bubbles, a life-sized chess board, and foam-block construction and art stations. You can even test yourself throwing a baseball in the Velocity Tunnel.

The new RoboCars will be roaming the fairgrounds each day, showcasing real-life 'transformers' similar to those seen in the recent hit movie, and a High Dive show will thrill crowds with multiple dive exhibits that can be funny, amazing and even frightening as expert divers take incredible Olympic-style plunges from high above the Fairgrounds into a small pool.

"There's a new event, attraction, ride or performer around every corner at this year's Fair, and we can't wait to open the gates," Anderson said. "Our theme is Country Pride, County Wide, and it's all about '9 Days of Fun' that truly offers something for everyone."

The Williamson County Fair has been recognized among the best anywhere by its peers at the state and international levels, with last year's event winning awards from the Tennessee Association of Fairs and the International Association of Fairs and Expos. Supported by 1,800 volunteers, numerous sponsors, its home county and surrounding communities, the Fair has grown each

summer and continues to be a beacon for agricultural education in Williamson County. For more information, visit www.WilliamsonCountyFair.org.

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