



For Immediate Release

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**96th East Texas State Fair
New Sights-Huge Savings-Big Fun!**

The Sooner You Buy, The Sooner You Save

August 3, 2011-Tyler, Texas; The 96th East Texas State Fair opens on Thursday, September 22 but tickets go on sale Wednesday, August 31 at area Brookshire's and Super 1 Foods stores.

The East Texas State Fair is offering early-bird discounts on gate tickets and unlimited ride armbands beginning August 31st and running through September 21st. Save big with gate tickets (all ages) only \$5.00 and unlimited ride armbands only \$20.00 when you purchase in advance. Armbands are valid Monday-Friday, one day use for unlimited rides. On site prices: child's ticket \$5, adult ticket \$8, weekday armband \$25.

"The East Texas State Fair is a fun, family tradition. We want every family in east Texas to experience all the thrilling rides, great music and attractions this year," said Heather Pickett, director of presentation and development.

The East Texas State Fair is excited to announce the amazing attraction slated for 2011!

Get up close and personal with a Cotamundi, Scotch Highlander and Jacob's Ram at the Eudora Farms Petting Zoo! This is not your average petting zoo, experience animals like never before while learning about their habitat and history.

The Swiftly Swine will be racing back into the fairgrounds to show off the speedy pigs at PorkChop Downs Speedway.

Some artists use paint but Burt Fleming will be wowing crowds with his artistic chainsaw skills and as he turns local pine into works of art.

Everyone's favorite sand sculpture is back and bigger than ever! The award-winning duo from Sandscapes will be creating a masterpiece out of 75-tons of sand outside on the fairgrounds.

This year the Fair brings you QuestionQuest, an educational scavenger hunt throughout the fairgrounds with big prizes!

Don't forget the food! Everyone loves fair food and we want you to enjoy it to the fullest! On Tuesday, September 27th we are offering Tasting Tuesday. Food vendors will offer smaller portions of your favorite fried fair food or food on a stick to snack on. Plus new this year expanded and enhanced dining areas to provide you and your family more places to enjoy your meal and savor the fun of the fair!

The 96th celebration of the East Texas State Fair will kick-off at the fairgrounds on Thursday, September 23 with innovative new attractions, free concerts and exciting rides and will run through Sunday, October 2. The 96th East Texas State Fair is presented by Samsung, Food Fast Children's Charities, R&K Distributing and Atlas Building Systems.

The East Texas State Fair is organized exclusively for charitable and educational purposes through the operation of an annual event promoting education, entertainment and the spirit of competition. The Fair is committed to agricultural heritage, families and service to the community. Our mission is also to create commerce for Tyler and Smith County by providing venues for others to utilize and by drawing participants to the complex. Since 1992 the East Texas State Fair has offered \$375,000 in scholarships.