



# Media Kit

September 22 – October 2, 2011

[www.etstatefair.com](http://www.etstatefair.com)

Please note the information contained in this packet is subject to change.



Dear Media Members:

Please accept my personal welcome to the 2011 East Texas State Fair. You will discover many enhancements to the Fair this year as our goal was to create multiple entertainment venues included with a gate admission ticket. The value of our attractions and entertainment this year rivals some of the largest and most prestigious State Fairs in America.

I am always available to help answer any questions or assist you with a story. Until then, may you enjoy the East Texas State Fair to the fullest!

Sincerely,

*John E. Sykes*

John E. Sykes  
President/CEO  
sykes@etstatefair.com

Dear Members of the Media,

The East Texas State Fair is one of East Texas's most treasured traditions. Its rich history began more than 90 years ago, which is why our fairgrounds is bursting with stories. You will uncover a unique story around every corner at the East Texas State Fair – food, entertainment, Texas industries, music, agriculture, art, competitions, culture, shopping, education, children and families.

It's my pleasure to assist you in covering news at the 2011 East Texas State Fair. Please use this media kit as a reference for the new carnival, events, attractions, concerts and contact information.

Please contact me if you have any questions or need additional assistance.

All the best,

*Heather H. Pickett*

Heather H. Pickett  
Director of Presentation & Development  
Phone: (903)780-7923  
Email: [heather@etstatefair.com](mailto:heather@etstatefair.com)

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## Media Services

### **Interview Arrangements:**

The East Texas State Fair is happy to help you make connections and coordinate interviews with concessionaires, exhibitors, concert artists, attraction operators and the East Texas State Fair staff. Please call Heather Pickett at 903-780-7923 for contact information or interview arrangements.

### **Press Credentials:**

A press credential registration form is included in this media kit. Please complete and return the registration form by mail, fax, or email. Press passes, including gate admission, will be mailed to media organizations prior to the East Texas State Fair.

The East Texas State Fair press credentials are not for personal use. Press credentials are to be used only by members of the working media and organizations. All freelance reporters need to complete the press credential process.

### **Media Parking & Ground Transportation:**

A limited number of spaces will be available for media parking. Please enter the Front Street driveway entrance and East Texas State Fair personnel will direct you to the reserved media parking in the VIP/Blue lot. Special arrangements can be made for live broadcast vehicles.

### **On-Grounds Transportation:**

The East Texas State Fair team can provide transportation to assist in hauling equipment or to get a general tour of the Fairgrounds. Transportation may be limited during certain times.

### **Media Contact:**

Heather Pickett  
Director of Presentation & Development  
Phone: 903-597-2501  
Cellular Phone: 903-780-7923  
Email: [heather@etstatefair.com](mailto:heather@etstatefair.com)

## Contacts:

Administration Office  
903-597-2501 (phone) or 903-597-0692 (fax)

### **Fred Lawrence**

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### **Denise Weaver**

Livestock Coordinator

[livestock@etstatefair.com](mailto:livestock@etstatefair.com)

## East Texas State Fair Board of Directors 2011-2012

Harold Beaird, Chairman  
Dick Summers, Past Chairman  
Randy Roberts, Vice Chairman

### **Executive Committee**

C.C. Baker, Jr.  
Terry Brannon  
Herbert Buie  
Ted Conover

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Jay Misenheimer  
Danny Peggram  
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### **Lifetime Members**

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James Perkins  
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James Wilkins

## History of the East Texas State Fair

The East Texas State Fair finds its early roots in an 1855 fair held in the Smith County town of Starrville. Many sites in Tyler hosted early fairs. Today's Bergfeld Center rests on a fairground of the 1870's. In the 1880's, the east Texas Horticulture and Pomological Society held fairs at a cotton compress building which stood at the location of Gulf State Lumber Company.

The present-day location of Tyler Junior College was the site of a fair sponsored by the East Texas Horticultural and Livestock Association in 1890. This incarnation of the fair changed emphasis from fruits, vegetables, preserved foods and other products of the soil to livestock.

The corner of South Vine and West Front Street was the location of the Texas Fruit Palace where fairs were held in the late 1880's. Fairs and celebrations occurred in the early 1900's downtown near the square and at the West Ferguson site which later became the home of First Baptist Church, although carnivals, booths, parades, races and contests appeared, agriculture remained the reason for the fairs.



In 1912, the East Texas Fair Association was organized to give structure and permanence to the local fair. A 75.2 acre tract of land was purchased for \$4,500 by the City and reserved for parks and the East Texas Fair. This site was developed and buildings were built and paid for by the East Texas Fair Association to house exhibits and shows. The East Texas Fair has been staged at this location more than 94 years; except for when World War II interrupted fair celebrations across the country, the local fair was cancelled for a few years.

The East Texas Agricultural Council was organized in 1948. Its first major project was to reactivate the East Texas Fair. The fair was managed by C.R. Heaton until 1953 and Bob Murdoch from October, 1953 until February, 1995. Alice Emmons was the fair manager from March, 1995 until December, 2005 and is currently under the management of John Sykes.

The East Texas Fair became the East Texas State Fair in 1993 in order to gain more recognition and bring in state and national events and livestock shows.

Since those formative years, the East Texas State Fair has grown and continues to showcase the talent, products and people of East Texas. To many, the fair was the main social event of the year. A place to meet distant neighbors, learn from others, all while enjoying national and local entertainment.

There have been many changes throughout the years, however one theme remains constant; Fair time is a time to celebrate. It is a time of competition between boys and girls, a time for friends and neighbors to reflect upon their achievements and accomplishments from the past year. The East Texas State Fair offers numerous attractions including many entertainers, exhibits, carnival rides and delicious food. The East Texas State Fair combines tradition with innovation to produce an educational and exciting event for the entire family.



Meet me at the EAST TEXAS FAIR, TYLER, Texas, OCTOBER 6, 7 and 8, 1910.

### Attendance History:

	2006	2007	2008	2009	2010
<b>TOTALS</b>	<b>264,289</b>	<b>286,149</b>	<b>281,520</b>	<b>184,469</b>	<b>243,142</b>

## Fair Services and General Information:

### Dates:

Thursday, September 22 through Sunday, October 2, 2011.

### Year:

This year is the 96<sup>th</sup> East Texas State Fair.

### Location:

The East Texas State Fair is located at 2112 West Front Street in Tyler, Texas.

The mailing address is:

East Texas State Fair  
2112 West Front Street  
Tyler, TX 75702

### Hours:

Buildings/Exhibits/Attractions Hours:  
Daily: 10:00 am until 10:00 pm

East Texas State Fair Ticket Booth Hours at Front Street and at Houston Street:  
September 22-23, 26-30: 2:00 pm to 10:00 pm  
September 24 & 25, October 1 & 2: 10:00 am to 11:00 pm

### Parking:

The East Texas State Fair offers free and paid parking. Free public parking is available in the Rex-Hide public parking lot on Lyons Avenue and along Houston Street in marked parking spots. Paid parking is \$2 per vehicle to the Lions Club Scholarship Fund and is available in the lots along Front Street, at Mike Carter Field and in the Trinity Mother Frances Rose Stadium parking lot.

### Emergency Services:

Emergency services may be obtained by reporting your situation to any Smith County Sheriff Deputy, Tyler Police Department Officer or Paramedic on patrol or by dialing 911.

### First Aid Services:

The First Aid Station is located in the Security Building (Building F), 10:00 am to 10:00 pm daily.

### Wi-Fi:

There are Wi-Fi hot spots throughout the Fairgrounds. ETSFGUEST

### Automated Teller Machines:

ATMs are located in front of Building E, outside of the south entrance to The Marketplace (Harvey Convention Center) and in front of the Livestock Barns.

## Admission:

### Daily Gate Admission:

Adults: \$8

Children ages 6-12: \$5

Children ages 5 and under: Free

### 42nd Annual Senior Day:

Thursday, September 23

Ages 55 & Better: Free until 6:00 PM

### Opening Day:

All ages \$5.00 gate admission

### Student Days:

Students, Kindergarten-12<sup>th</sup> Grade: Free

Monday, September 26<sup>th</sup>; Tuesday, September 27<sup>th</sup> & Wednesday, September 28<sup>th</sup>: 4:00 pm to 7:00 pm

Student must present the ticket available online at <http://www.etstatefair.com/documents/StudentTicket2011.pdf>

### Sunday, October 2:

Last Blast: \$25.00 gate admission and ride armband

## Carnival Information:



### Attached PDF on 2011 Rides

### Carnival Hours:

September 22 & 23:	4:00 pm to 11:00 pm
September 24 & 25:	12:00 pm to 11:00 pm
September 26- 30:	4:00 pm to 11:00 pm
October 1:	12:00 pm to 11:00 pm
October 2:	12:00 pm to 9:00 pm

### Carnival Pricing:

**Weekday Carnival Armband:** May be used ANY ONE WEEKDAY

Unlimited Ride Armband: \$20 available until September 21<sup>st</sup> at area Brookshire's & Super 1 Foods.  
\$25 purchased at the gate

### **Ride Coupons:**

Rides take an average of 3-5 coupons per ride

Individual Coupon:	\$1.25
Sheet of 22 Coupons:	\$25.00
Sheets of 55 Coupons:	\$60.00

## Entertainment

### Samsung Stage Concert Series:

The 2011 East Texas State Fair Concert Series is presented by Entertainment Sponsor- Samsung and the Headline Concert Sponsor-Bud Light.

A complete listing of concerts follows:

- Thursday, September 22, 7:00 pm: Otis & the Metro Band
- Friday, September 23, 7:30 pm: Matthew Davidson Band
- Saturday, September 24, 8:00 pm: JB and the Moonshine Band, presented by Bud Light
- Sunday, September 25, 2:00-9:00 pm: La Invasora 10<sup>th</sup> Anniversary Music Festival
- Monday, September 26, 7:30 pm: Sounds of Smith County, Smith County Sheriff's Choir
- Tuesday, September 27, 7:30 pm: This Day Forth
- Wednesday, September 28, 7:30 pm: Truffula Tree
- Thursday, September 29, 7:30 pm: Something Blue
- Friday, September 30, 7:30 pm: Brad Dunn & Ellis County
- Saturday, October 1, 8:00 pm: Cody Canada and The Departed

For information on each artist, please see <http://www.etstatefair.com/Concerts.htm>



**Attractions**  
**Fun, Free, Family Entertainment**  
**Sponsored by: Samsung and Food Fast Children's Charities**

**Eudora Farms Exotic Animal Petting Zoo:**

Don't miss this interactive, hands-on exotic animal petting zoo. It includes 20-25 rare and exotic animals from around the world. Animal ambassadors such as, "Little Joe" (the wallaby) "Juliet" (The Scotch Highlander) "Humphrey" (The Camel) "Rascal" (The Fennec Fox) and "Kevin Bacon" (the Pot Belly Pig). All the animals bring smiles to all who meet them!



Three educational shows will be performed daily with an up-close and personal visit with some of the animals

**Swiftly Swine Swimming Pig and Pig Races**

Catch all the fun at "Pork Chop Downs" Speedway as these power porkers race around the track.



**Sandscapes Sand Sculpture**

Watch as 75-tons of sand transforms from a pile into a work of art



**AgriWorld**

Tour the Secret Garden, enjoy the Country Life, and explore the wonders of the great outdoors in this educational area devoted to agriculture and its influences on each of us.

AgriWorld is open throughout the East Texas State Fair with special tours planned for school groups September 28 through October 1.



**Wood B Creations**

Stand back as Burt turns logs into works of art



**QuestionQuest**

Learn your way around the fairgrounds with the QuestionQuest Scavenger Hunt presented by the Junior League of Tyler, Inc.



# East Texas State Fair 42<sup>nd</sup> Senior Day

## Fiesta!

September 22, 2011

It is party time at the East Texas State Fair as we celebrate our active east Texans 55 and better at the 42<sup>nd</sup> Senior Day.

Thursday, September 22 we honor area seniors with free admission until 6:00 and lots of activities and entertainment.

### Schedule of Activities

#### Harvey Convention Center

**8:30 a.m.** - Mrs. Johnnie Seastrunk, piano

**9:00 a.m.** - Opening Ceremonies

Flag Ceremony: Korean War Veterans Lee Roy Baty Chapter 286

Otis Webster - "*Star Spangled Banner*"

Prayer

Texas College Drum Line

Texas College Choir

UT Tyler Guitar Ensemble

Theron Gainger Nursing Home's Silver Notes

Tyler Area Irish Dancers

Bongo and the Point (Guitar Duo)

**11:45 a.m.**

Announcement of Special Recognitions

Outstanding Citizens

Senior Day King

Senior Day Queen

Longest Married Couple

**12:15** - Entertainment Break

**12:30 p.m.**

Bongo and the Point (Guitar Duo)

Tyler Junior College (Vocal Group)

Grace Community High School Drum Line

Faber & Friends

Grace Community High School Stage Band

UT Tyler Jazz Ensemble

**3:00 p.m.**

Final Announcements

Dance Music continues until **4:00 p.m.**



## 2011 East Texas State Fair Daily Livestock Schedule

Times Subject to Change – Last Revised August, 2011

### Wednesday, September 21

9:00 a.m. Junior Beef Heifers Arrival Begins

### Thursday, September 22

9:00 a.m. Junior Beef Heifers Arrival Continues

8:00 p.m. Junior Beef Heifers In Place

### Friday, September 23

8:00 a.m. JBBA Fall Classic Cattle Non-Junior Show Arrival Begins

8:30 a.m. Pasture and Wildlife Plant ID Contest Near WP

9:00 a.m. Junior Beef Heifer Show (2010 Show breeds\*) SP

Ring A – English Breeds – Angus\*, Red Angus\*, Hereford\*, Polled Hereford\*, Shorthorn\*

Ring B – ABC\*, Braford\*, Brahman (Gray\* and Red\*), Santa Gertrudis\*, Simbrah\*

8:00 p.m. JBBA Fall Classic Cattle Non-Junior Show In Place

### Saturday, September 24

8:00-9:00 a.m. JBBA Fall Classic Cattle

9:00 a.m. Junior Beef Heifer Show (2010 Show breeds\*) SP

Ring A – Exotic Breeds – AOB\*, Charolais\*, Chianina, Limousin\*, Maine-Anjou\*, Simmental\*

Ring B – Beefmaster\* and Brangus\*

JBBA Fall Classic to begin immediately following Ring B Shows SP

1:00 p.m. Junior Beef Heifers which have completed showing Release

4:00 p.m. Junior Lambs and Junior Meat Goats Arrival Begins

6:00 p.m. Junior Lambs and Junior Meat Goats In Place

6:00 p.m. Junior Lamb Weight Cards Office

6:00 p.m. Junior Meat Goat Weight Cards Office

6:00 p.m. JBBA Fall Classic Cattle Release

### Sunday, September 25

7:00 a.m. Junior Steers Arrival Begins

8:00 a.m. Junior Lamb Show EP

8:30 a.m. Junior Steers In Place

9:00 a.m. Open Santa Gertrudis, Simmental, Black Hereford Arrival Begins

9:30 a.m. Junior Steer Weight Cards Office

11:00 a.m. Junior Lambs Release

12:00 p.m. Junior Steer Show SP

12:00 p.m. Junior Meat Goat Show EP

3:00 p.m. Open Santa Gertrudis, Simmental, Black Hereford In Place

4:00 p.m. Junior Steers and Meat Goats Release

### Monday, September 26

8:00 a.m. Open Brahman, Braford Arrival Begins

10:00 a.m. Open Black Hereford Show - CANCELLED WP

11:00 a.m. Open Simmental Show SP

1:00 p.m. Junior Breeding Rabbits Arrival Begins

2:00 p.m. Open Brahman, Braford In Place

2:00 p.m. Open Santa Gertrudis Show SP

6:00 p.m.	Junior Breeding Rabbits	In Place
8:00 p.m.	Open Santa Gertrudis, Simmental	Release

## Tuesday, September 27

9:00 a.m.	<b>Open ABBA Red &amp; Gray Brahman Show</b>	<b>SP</b>
4:00 p.m.	<b>Junior Rabbit Show</b>	<b>EP</b>
4:00 p.m.	<b>Open Braford Show</b>	<b>WP</b>
	Junior Rabbits Released after Show	
6:00 p.m.	<b>Tyler Obedience Training Club Demonstration</b>	<b>SP</b>
8:00 p.m.	Open Brahman, Braford	Release

## Wednesday, September 28

9:00 a.m.	Open Goats, Angus	Arrival Begins
2:00 p.m.	Open Goats, Angus	In Place

## Thursday, September 29

8:00 a.m.	Open Limousin, Hereford, Texas Longhorn	Arrival Begins
1:00 p.m.	<b>Open Angus Show</b>	<b>WP</b>
3:00 p.m.	Open Limousin, Hereford, Texas Longhorn	In Place
2:00 p.m.	<b>Open Boer Goat Show</b>	<b>EP</b>
8:00 p.m.	Open Boer Goats, Angus	Release

## Friday, September 30

10:00 a.m.	<b>TLBA Haltered Texas Longhorn Show</b>	<b>SP</b>
1:00 p.m.	Junior Dairy Heifers and Junior Swine	Arrival Begins
6:00 p.m.	Junior Dairy Heifers	In Place
6:00 p.m.	<b>TLBA Penned Texas Longhorn Show</b>	<b>SP</b>
	Swine may continue to arrive until 8:00 p.m.	

## Saturday, October 1

7:00 a.m.	Junior Swine Arrival	Resumes
8:30 a.m.	Junior Swine	In Place
9:00 a.m.	<b>TLBA Youth Texas Longhorn Show</b>	<b>SP</b>
9:00 a.m.	<b>Junior Dairy Heifer Show</b>	<b>WP</b>
9:00 a.m.	Junior Swine – Weight Cards	Office
11:00 a.m.	<b>Open Hereford Show</b>	<b>WP</b>
	<b>State Polled Hereford Show WP</b>	
	(Will begin following Open Horned Hereford Show)	
12:00 p.m.	<b>Junior Swine Show</b>	<b>EP</b>
3:00 p.m.	<b>Open Limousin</b>	<b>WP</b>
2:00 p.m.	Junior Dairy, Texas Longhorn	Release
4:00 p.m.	All Animals	Release

**EP – East Pavilion**                      **WP – West Pavilion**                      **SP – South Pavilion**





### 2011 Press Credentials Form

The East Texas State Fair requests that all working media on the grounds have East Texas State Fair press credentials. Dates for the 2011 East Texas State Fair are September 22 through October 2, 2011 at the East Texas State Fairgrounds in Tyler, Texas.

For press credentials, please complete the registration form by Friday, September 16, 2011. Press passes will be mailed to media no later than Monday, September 19, 2011. (Please note: Press passes are for working press only.)

Please complete the form below and mail, fax, or e-mail to:

Heather Pickett, Director of Presentation & Development  
East Texas State Fair, 2112 West Front Street, Tyler, TX 75702  
(903) 597-2501, Fax: (903) 597-0692, or [heather@etstatefair.com](mailto:heather@etstatefair.com)

### Press Credential Registration

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Media Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please select the media medium that represents your organization:

- Newspaper
- Agriculture Publication
- Magazine
- Specialty Publication
- Radio
- Television

- We are interested in broadcasting live and will need to make arrangements for a broadcast vehicle.

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

- Special Needs/Requests

\_\_\_\_\_  
\_\_\_\_\_