



FOR IMMEDIATE RELEASE

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**KENTUCKY STATE FAIR SPECIAL PROMOTIONS
 OFFER EVEN MORE WAYS TO SAVE**

LOUISVILLE, KY (July 1, 2015) – Kentucky State Fair officials have announced new discount admission and midway promotions for 2015, providing fairgoers with even more value and several ways to purchase.

“We want everyone to have the opportunity to experience the summer fun, great music and family-friendly atmosphere that the Kentucky State Fair has been producing for more than 100 years,” said Clifford “Rip” Rippetoe, president and CEO of the Kentucky State Fair Board. “These promotions are exactly what our fans have been asking for and are simple ways to save money.”

Pre-Purchase Discounted Parking and Admission

New this year, beginning July 5, as a convenience to fairgoers, advance discount admission can be purchased online at Ticketmaster.com and all Ticketmaster outlets, including Walmart stores. Parking is also available for purchase in advance for only \$5 per vehicle. Parking at the Fair is \$8. Discount admission and parking can be purchased at Kroger checkout lanes beginning July 12 with no fees attached.

Advanced discount prices are available through **August 19**. Tickets purchased through Ticketmaster include a \$1.00 service fee and \$0.20 per ticket when using a credit card.

	Adults (13 years and older)	Children (6-12 years old)	Seniors (55 and older)	Parking
Advance discount prices at Kroger checkout lanes	\$8	\$4	\$4	\$5
Ticketmaster outlets and online (with fees)	\$9.20	\$5.20	\$5.20	\$6.20
On-Site	\$10	\$6	\$6	\$8

Load Up the Car on Carload Days

On Thursday, August 20 and 27, fairgoers pay only \$20 for an entire vehicle until 5 p.m. Parking is included. This promotion cannot be purchased in advance.

Active and Retired Servicemen and Women are Invited to Save on Military Sunday

On Sunday, August 23, all active duty and veteran military personnel and their families save 50% on admission and can purchase \$10 Midway wristbands with valid military ID. This promotion cannot be purchased in advance and does not include parking.

Senior Day is Back

On Tuesday, August 25, admission is only \$1 for seniors 55 and over. Gate discount ends at 6 p.m. This promotion cannot be purchased in advance. Parking is not included.

Free Parking on Weekends

Free parking is available at the Papa John's Cardinal Stadium Green Lot (Lots B, C and D) and includes free shuttle service, sponsored by Miller Transportation, with paid admission to the Kentucky State Fair. Fairgoers can park on Friday, August 21 and 28 starting at 4:00 p.m. and both Saturdays and Sundays starting at 7:30 a.m.

The 2015 Kentucky State Fair is August 20-30 at the Kentucky Exposition Center. For more information about the Kentucky State Fair, visit www.kystatefair.org or follow us on Facebook and Twitter.

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ABOUT THE KENTUCKY STATE FAIR

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend America's largest indoor fair, which uses over 1.2 million square feet of contiguous exhibit space at the Kentucky Exposition Center. While its roots are in agriculture, the Kentucky State Fair has grown into a trade and public education exposition, as well as a major entertainment venue. The World's Championship Horse Show, held during the Fair, is the world's richest and most prestigious Saddlebred show. Attendees and exhibitors contribute over \$15.3 million annually in economic impact. The Kentucky State Fair & World's Championship Horse Show are owned and produced by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.