



FOR IMMEDIATE RELEASE

Amanda Storment
Vice President of Communications
Kentucky State Fair Board
(502) 367-5180
astorment@ksfb.ky.gov

Ryne Dunkelberger
Social Media and Communications Manager
Kentucky State Fair Board
(502) 367-5186
rdunkelberger@ksfb.ky.gov

FLAT SCREEN LED BOARDS PROVIDE NEW EXPERIENCE FOR THE 2014 TURF CONCERT SERIES

LOUISVILLE, KY (August 14, 2014) – New this year, two 12ft x 20ft flat screen LED boards will enhance the experience in Cardinal Stadium during the Turf Concert Series presented by AT&T U-verse. The screens offer concertgoers an up-close view of the artists as they perform each night of the 11-day Kentucky State Fair.

The Turf Concert Series returns to the Kentucky State Fair for the second year and includes 11 free concerts on the field of Cardinal Stadium. The series, which in past years has consisted of 10 concerts, added an 11th concert on the final afternoon of the Kentucky State Fair.

The series includes the Oak Ridge Boys with special guest Marty Brown on Sunday, August 17, Easton Corbin with special guest Olivia Henken on Wednesday, August 20 and Joan Jett & the Blackhearts with special guest Devour the Day on Saturday, August 23.

All concerts included in the Turf Concert Series are free with Kentucky State Fair gate admission. Parking at the Kentucky Exposition Center is \$8.

The 2014 Kentucky State Fair is August 14-24 at the Kentucky Exposition Center. For a complete listing of free concerts, visit www.kystatefair.org.

###

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 \$16.8 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.