



## Kentucky Tourism, Arts and Heritage Cabinet Kentucky State Fair

For Immediate Release

Contact: Amanda Storment  
[astorment@ksfb.ky.gov](mailto:astorment@ksfb.ky.gov)  
502-367-5180

### Kentucky State Fair Advanced Discount Tickets on Sale Now

*“Advance prices haven’t been this low since the ‘80s and we highly encourage fairgoers to take advantage of these great deals,” said Steve Kelly, Executive Director of Expositions.*

**LOUISVILLE, Ky (July 11 2016)** — Kentucky State Fair advanced discount tickets are now on sale at all Kroger locations and online at [ticketmaster.com](http://ticketmaster.com). The discount applies to admission and parking.

“The discounted ticket pricing for the 11-day event provides an even greater value”, said Steve Kelly, Executive Director Expositions for the Kentucky State Fair Board. “We want everyone to experience this summer celebration of all things Kentucky, and we are providing even more options to save.”

#### Pre-Purchase Discounted Parking and Admission

As a convenience to fairgoers, advance discount admission can be purchased online at [ticketmaster.com](http://ticketmaster.com) and at all Kroger outlets. Advanced discount prices are available through **August 17** at 10 p.m. at Kroger and online until **midnight, August 16**.

	Fair Admission	Parking
Advance Prices (ages 6 & up)	\$6	\$5
On-Site Prices (ages 6 & up)	\$10	\$8

#### TARC Rider Promotion

Ride TARC from downtown (4<sup>th</sup> Street) and pay only \$6 admission to the Fair. New this year, riders on all regular TARC stops at the Kentucky Exposition Center will also pay only \$6 admission. This offer is valid for all 11 days of the Fair.

#### Senior Day Returns

On Tuesday, August 23, admission is free for seniors 55 and over until 5 p.m. Parking is not included and is \$8 per vehicle at the gate and \$5 in advance. This promotion cannot be purchased in advance.

## **Military Sunday**

On Sunday, August 21 the Kentucky State Fair will offer free admission to all active duty and veteran military personnel and their families with proper I.D. Parking is not included and is \$8 per vehicle at the gate and \$5 in advance. This promotion cannot be purchased in advance.

## **Load Up and Save More on Carload Day**

On Wednesday, August 24 fairgoers pay only \$20 for an entire vehicle until 5 p.m. This includes parking and fair admission. This promotion cannot be purchased in advance.

## **Free Parking on Weekends – New Location**

Beginning at 5 p.m. on Friday and continuing through Sunday, fairgoers can park for free in the Prestonia Lot, located on Phillips Lane across from the main entrance to the Kentucky Exposition Center. Free parking is first come, first served. This replaces the free parking offered at Papa John's Cardinal Stadium.

The 2016 Kentucky State Fair is August 18-28 at the Kentucky Exposition Center. For more information visit [kystatefair.org](http://kystatefair.org) or follow us on Facebook and Twitter.

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*The [Kentucky State Fair](#) (KSF) is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend the nation's largest indoor fair, which covers 1.2 million square feet of contiguous exhibit space at the Kentucky Exposition Center. With its agricultural roots, KSF is also a trade and public education exposition, as well as a major entertainment venue. It is home to the prestigious Saddlebred show: the World's Championship Horse Show. Attendees and exhibitors contribute over \$15.3 million annually in economic impact, and both events are owned and produced by the Kentucky State Fair Board.*

*Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle and \$20 per bus.*