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PRESS RELEASE

For Immediate Release

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MIDLAND COUNTY FAIR AUGUST 24 – 27 MIDLAND COUNTY HORSESHOE ARENA – PAVILION - AMPHITHEATER

Midland, Texas—The Award Winning Midland County Fair will take place at the Midland County Horseshoe – Pavilion - Amphitheater, 2514 Arena Trail, Thursday, August 24 through Sunday, August 27. Celebrating its 8th year, this traditional family fair will include all fair-goers' favorites including: carnival, Chase Quine Memorial Bull Ride, Cowboy Mounted Shooting, barrel racing, team roping event, tractor pull, creative art blue-ribbon competitions, lamb & goat show, Little Miss Midland County Fair Pageant, Charro "Rodeo" Extravaganza, shopping and food vendors, petting zoo, Kids Zone that includes the buckaroo boot camp, dinosaur dig, monster truck exhibit and jr. master gardeners. Plus 3 stages of live entertainment.

This year, Fri & Sat night the fair will offer a daily Grand Finale' Laser Light Spectacular. Some effects are so visually stunning, they are almost hypnotic. LASER SPECTACLES, INC. who, will produce the show, is a Texas Laser Light entertainment production company specializing in producing spectacular laser shows. Sound and light are merged to produce stunning effects. They have received over 34 international laser display awards since their inception.

"If you have never seen a laser show, you are in for a different kind of experience... A little light plus a little music makes a lotta spectacle"— Houston Post.

Included in your fair admission, do not miss the "after dark" finale' at the Horseshoe Amphitheater beginning at 10pm. Chair Rentals are available or bring a blanket. The Powell Brothers and other favorite live performers, including Hill Country Revival and Clete Bradly, will entertain fair-goers on 3 stages.

"We are so proud of the award winning MCF, which received 11 Excellence in Marketing Awards, presented by the Texas Association of Fairs & Events, including Best Overall Award, for fairs under 50,000 in attendance," Tammy Dooley, Midland County Fair Executive Director announced.

"Celebrating the Fair's 8th year, we are excited to continue to offer a \$5 admittance ticket, which we consider to be the best 'price-value' for traditional family fun and entertainment in the area," said Dooley. "We want there to be so much to do for the price of one ticket that fair-goers will want to come

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back multiple days to see it all and experience this fun filled event.”

“The Petting Zoo, a fair-goer favorite, continues to expand and will include baby chicks, goats, snakes, birds, pigs. And, what is a petting zoo without a camel, and kangaroo? Friday & Saturday nights, the fair host the standing room only, Chase Quine Memorial Bull Riding, and Sunday is always a favorite day at the fair with the Charro Rodeo Extravaganza, complete with mariachis and folklorico dancers. With over 16,000 in attendance expected over four days the Midland County Fair has become its own family tradition,” Dooley said.

The fair will run from 5 p.m. to 11 p.m. on Thursday, 5 p.m. to midnight on Friday, 10 a.m. to midnight on Saturday, and 12p.m. to 10 p.m. on Sunday. For more information and a full schedule of events for the fair, visit www.midlandcofair.com.

Midland County Fair Inc. was incorporated in August 2010 and is a 501(C)4 nonprofit organization.

*The **Midland County Horseshoe Arena, Pavilion & Amphitheater** serves as the host and event venue for the fair. The Horseshoe complex is ideal due to its multiple performance venues—the Main Arena, New Pavilion & Amphitheater, Education Building, Live Stock Building, Outdoor Arena and Livestock Barn, plus large parking areas and approximately 100 acres of surrounding grounds. The Main Arena, Pavilion and Education Building provide a great air-conditioned environment to cool off during the hot summer months.*

*The Mission of the **MCF** is to produce a traditional, annual, family fair showcasing the agricultural, educational and entertainment in the West Texas Region. The Fair will develop and emphasize the educational connection between agricultural and the community while showcasing talents, skills and aspirations of our youth and community. The fair will benefit participating area youth and community organizations through numerous scholarship opportunities. Blue Ribbons will be awarded in the spirit of competition.*

*The mission of **VisitMidland** is to encourage economic growth by developing, promoting, enhancing, and supporting Midland as a vibrant visitor destination. The above information has been provided by the Midland County Fair and distributed by VisitMidland. This event is projected to bring in \$149,840 estimated economic impact to the Midland economy.*

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