



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

CINDY HYDE-SMITH
COMMISSIONER

PRESS RELEASE

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Ribbon Cutting Marks Grand Opening of the 155th Mississippi State Fair & New Features on the Mississippi State Fair Mobile App

The gates to the 155th Mississippi State Fair will open as Commissioner of Agriculture and Commerce Cindy Hyde-Smith cuts the ceremonial ribbon at 5:00 p.m. on Wednesday, October 1 at Gate 1 located at the corner of Jefferson and Amite Streets. With last year's fair attendance reaching over 700,000 people, a record-breaking crowd is expected again this year.

Mississippi Fair Commission Executive Director Rick Reno stated, "This will be the 155th presentation of the Mississippi State Fair. As the new Executive Director of the Mississippi Fair Commission, I want to invite everyone to share in the experience of this historical event that celebrates agriculture and life in this great state of Mississippi, while simultaneously enjoying that "fabulous fair food", racing pigs, Circus Maximus, high flying, gut twisting amusement rides from the largest midway producer, North American Midway Entertainment, and tremendous live entertainment featuring the best national, regional, state, and local artists. So, on behalf of the Commissioner of Agriculture and Commerce, Cindy Hyde-Smith, and all the members of the Mississippi Fair Commission, I would like to say 'Ya'll come!'"

The Mississippi Department of Agriculture and Commerce (MDAC) introduced the Mississippi State Fair mobile app in 2013, which was the first of its kind. In the app's inaugural year, it featured concert and event information, a map of all the attractions, mobile Fair Fun Guide, livestock schedule, Premium Book, weather alerts, and a parked car finder. New to the app this year is users' ability to receive real-time push notifications. With assistance from Mississippi State University's Extension Service, the app will send livestock updates, results, and show times via text messages. App users have the ability choose which categories of push notifications to receive including sheep, goats, swine, and cattle. "The push notifications give us a very convenient way to let the show participants and their parents know when their event is coming up so they can get ready. I am thrilled to have the capability of posting pictures of the winners because these kids work so hard, and this gives us another way to recognize their accomplishments," said Commissioner of Agriculture Cindy Hyde-Smith.

Daily activities will take place in the TradeMart, the Kirk Fordice Equine Center, and all along the 100 acres of Mississippi Fairgrounds Complex. The Mississippi State Fair runs Wednesday, October 1 through Sunday, October 12, with a gate admission price of \$5.00 per person. Children under the age of 6 are admitted free of charge. Enjoy free admission weekdays 10:00 a.m. until 1:00 p.m. For additional information, download the mobile app, or visit www.msfair.net.

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The 155th Mississippi State Fair kicks off as Commissioner of Agriculture and Commerce Cindy Hyde-Smith cuts the ceremonial ribbon at 5:00 p.m. on Wednesday, October 1 at Gate 1. Download the Mississippi State Fair mobile app for concert and event information, a map of all the attractions, mobile Fair Fun Guide, livestock schedule, Premium Book, weather alerts, a parked car finder, and Livestock Show push notifications.