



**STATE OF MISSISSIPPI
MISSISSIPPI FAIR COMMISSION**

COMMISSIONER CINDY HYDE-SMITH
CHAIRMAN

MEDIA ADVISORY

For October 4, 2017

**Contact: Rick Reno, Executive Director
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- What: 158th Mississippi State Fair Opening Ceremony**
- When: Wednesday, October 4; 5:00 p.m.**
- Where: Gate 1 of the Mississippi State Fairgrounds
(Gate located at the intersection of Amite and Jefferson Streets)**

Ribbon Cutting Marks Grand Opening of the 158th Mississippi State Fair

The gates to the 158th Mississippi State Fair will officially open as Commissioner of Agriculture and Commerce Cindy Hyde-Smith cuts the ceremonial ribbon at 5:00 p.m. on Wednesday, October 4, at Gate 1 located at the intersection of Jefferson and Amite Streets. Joining Commissioner Hyde-Smith to kick off the State Fair will be Miss Hospitality Emma Grace McGrew of Booneville and Sam Bandy of Union Church. The Morton High School Marching Band will perform the national anthem.

New attractions this year include the Sea Lion Splash and the Butterfly Encounter, which will teach children about different animals while incorporating other educational concepts. "This year we are proud to present one of the nation's favorite children's attractions, the Sea Lion Splash," said Rick Reno, Executive Director of the Mississippi Fair Commission. "Kids' faces will light up watching the sea lions do their tricks and teach the children about their life. Ride the rides down the Mile Long Midway to the Trade Mart where the Fetch-N-Fish will be joined by the Butterfly Encounter. Be prepared for butterflies to land on your shoulder and to feed them, too! 'Encounter' this and more in the same building as all the great exhibits."

Recently named as the "Best State Fair in America" by SmartAsset, the Mississippi State Fair continues to be one of the most enduring and enjoyable traditions in the state. "Visitors to the Mississippi State Fair can expect a family-friendly atmosphere and exciting entertainment that is fun for all ages. The good food, the rides, the 4-H and FFA livestock shows and the musical entertainment, keep families returning to the Midway each year," said Mississippi Commissioner of Agriculture and Commerce Cindy Hyde-Smith.

Daily activities will take place in the Trade Mart, the Kirk Fordice Equine Center and all along the 100 acres of the Mississippi Fairgrounds Complex. Employees from the Mississippi Department of Agriculture will be giving out made-from-scratch biscuits at the Biscuit Booth on the Midway. Headliners in this year's entertainment lineup, free with regular fair admission, include Brothers Osborne, William Michael Morgan, Lady L and the River City Band, Fred T and the Band, The Revelations, Jason Gibson & the Destiny Project, Temptations, The Oak Ridge Boys, Plain White T's, Brian McKnight, Cedar Creek Ramblers, Good Paper of the Reverend Robert Mortimer, The Russell Burton Family, and T.B. Ledford & The Accumulators.

For the latest updates, fairgoers can download a free mobile app from the App store for their Apple and Android devices. With the app, fairgoers can easily get updated concert and event information; view a map with all the attractions; have their own mobile Fair Fun Guide, livestock schedule, and Premium Book; and even get alerts about weather. The app also features a parked car finder, so visitors can easily find their car when leaving the fair. The app also allows users to submit and share photos through social media, as well as receive push notifications for the livestock shows including show times and competition winners.

Those traveling around the State Fairgrounds in downtown Jackson should be aware of changes in the traffic pattern. Beginning at 6:00 p.m. on Tuesday, October 3, East Amite Street will be closed from North Street to Jefferson Street. As has been the case in recent years, Jefferson Street will be reduced from four to two lanes at the Fairgrounds.

The Mississippi State Fair runs Wednesday, October 4, through Sunday, October 15, 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 11:00 a.m. until 1:00 p.m., with the exception of October 9. For additional information, download the Mississippi State Fair mobile app, or visit www.msfair.net.

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