



**STATE OF MISSISSIPPI  
MISSISSIPPI FAIR COMMISSION**

CINDY HYDE-SMITH  
COMMISSIONER

## **PRESS RELEASE**

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### **Ribbon Cutting Scheduled for 154<sup>th</sup> Mississippi State Fair and New Fair Mobile App Available**

**Jackson, Miss.** – Commissioner of Agriculture and Commerce Cindy Hyde-Smith will cut the ribbon and welcome everyone to the 154<sup>th</sup> Mississippi State Fair at 5:00 p.m. on Wednesday, October 2 at Gate 1 located at the corner of Jefferson and Amite Streets. Voted as one of Mississippi's best fairs or festivals in *Mississippi Magazine's* Best of Mississippi 2013, the state fair continues to be one of the most enduring and enjoyable traditions in the state.

New this year is the Mississippi State Fair mobile app. The app is free to download. 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 everyone can easily find their car when leaving the fair. The app also allows users to submit and share photos through social media. Commissioner of Agriculture and Commerce Cindy Hyde-Smith calls the mobile app a win for Mississippi. "We have always wanted to give the people of Mississippi the best fair experience, and this is just the next step," stated Hyde-Smith.

The Mississippi State Fair app, developed by bfac.com in Madison County, is one of the first 10 state fair apps to ever be approved by both Apple's iTunes & Google's Android Store. Android users can get the app by searching MS State Fair in the Android Store, and iPhone users can get the app by searching MS State Fair in the AppleStore.

"With over 100 acres of open space, exhibit areas, livestock barns and a mile-long midway, the possibilities are almost endless for this year's fair to provide enough fun and memories to last a long time, said Billy Orr, Executive Director of the Mississippi Fair Commission.

Jayson Promotions will present an outstanding lineup of free entertainment (regular fair admission required) including Don Williams, Eric Benet, Halest RM, Justin Moore, Three Dog Night, Morris Day & The Time, and Blackberry Smoke in the Budweiser Pavilion. Also in the Budweiser Pavilion, fairgoers will enjoy the Rock n' Roll/Country Event, the Texaco Country Showdown, the Blues Event and with the Last Blast, and the Bluegrass Event. The Mississippi Coliseum is the site for Awakening Events Faith & Family Night featuring Casting Crowns.

Daily activities will take place in the TradeMart, the Kirk Fordice Equine Center, and all along the midway. The Mississippi State Fair runs Wednesday, October 2 through Sunday, October 13, 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 app, visit [www.msfair.net](http://www.msfair.net) or call (601) 961-4000.

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**QR Code for the Mississippi State Fair App**

