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Amanda Storment
Vice President of Communications
Kentucky State Fair Board
(502) 367-5180
astorment@ksfb.ky.gov

Ryne Dunkelberger
Social Media and Communications Manager
Kentucky State Fair Board
(502) 367-5186
rdunkelberger@ksfb.ky.gov

KENTUCKY STATE FAIR DEBUTS NEW WEBSITE AND NEW PROMOTION AHEAD OF 2015 FAIR

LOUISVILLE, KY (March 30, 2015) – The Kentucky State Fair launched its newly redesigned website and logo today. The updated online presence of the 11-day event gives a fresh take on the 110-year fair.

The user-friendly website highlights new information including new promotions for this year's fair. Carload Day will be offered until 5 p.m. on both Thursdays of the Fair. Fairgoers pay only \$20 for an entire vehicle which includes parking. In addition, Sunday, August 23 is Military Sunday, which was changed to a weekend day to accommodate more military personnel and their families. Military families get 50 percent off admission with valid military I.D.

Clifford "Rip" Rippetoe, president and CEO for the Kentucky State Fair Board, said that a major factor in the decision to redesign the site was "to highlight an effort to update everything about the Fair from top to bottom."

"Fairgoers want more information and a better value," Rippetoe said. "The new site, which was developed in-house, and the new promotions are in response to that."

The last Carload Day promotion took place in 2001 when vehicles were admitted for \$7 plus parking before noon.

The Kentucky State Fair is August 20-30 at the Kentucky Exposition Center. For more information visit www.kystatefair.org.

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About the Kentucky State Fair

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend America's largest indoor fair, which uses over 1.2 million square feet of contiguous exhibit space at the Kentucky Exposition Center. While its roots are in agriculture, the Kentucky State Fair has grown into a trade and public education exposition, as well as a major entertainment venue. The World's Championship Horse Show, held during the Fair, is the world's richest and most prestigious Saddlebred show. Attendees and exhibitors contribute over \$15.3 million annually in economic impact. The Kentucky State Fair & World's Championship Horse Show are owned and produced by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.

