



bpsindy.com

July 2011

For immediate release:

EVENT DATES Thurs, July 21 thru Sat, July 30

For further information contact:

**Sally Bonneau, BPS Marketing, Inc., Indianapolis –
317.846.8965 (office), 317.965.5566 (cell), sally@bpsindy.com**

Marion County Fair set for 81st run July 21-30

INDIANAPOLIS – Gates swing open at the Marion County Fair for the 81st consecutive year on Thursday evening, July 21, launching a 10-day run that fuses local urban and agricultural influences into an entertaining array of events, activities, displays, demonstrations, concerts, and one of Indiana’s top midways.

An estimated 90,000 people are anticipated to attend this year’s Marion County Fair – a mid-summer tradition and the path to Indiana State Fair competition for hundreds of Marion County 4-H youth who participate annually.

The fairgrounds is located on 123 acres at 7300 East Troy Avenue, just east of the I-465 & Southeastern Avenue interchange. Admission is a family-friendly \$5 per person, with youngsters 5 and under admitted free, all military with valid ID admitted free, and plenty of convenient free parking. A \$1 off admission coupon is available at www.marioncountyfair.org or on the cover of the official Marion County Fair program, available at local library branches and sponsor locations.

New this year is the Mega Deal: just \$20 per person for fair admission and unlimited midway rides on opening night July 21 and July 25-28, 5 to 11 pm.

Also on opening night, fairgoers arriving via “pedal power” will be admitted free. The fair will offer secure parking for all bicycles at a convenient location on the grounds (bicyclists are requested to bring their own chains and locks). A variety of opening night festivities is highlighted by a “Mayor’s Night Out” town hall meeting with Indianapolis Mayor Greg Ballard at 7 pm in the Coliseum. Mayor Ballard also will join 7-year old Olivia Strube shortly after 6 pm for a ribbon-cutting ceremony that officially opens the fair. Battle of the Bands preliminaries, the Full Tilt Band in concert and the Tri-County Tractor Pull are additional opening night attractions.

Other day-by-day highlights include:

Fri, July 22: **RadioNOW Night featuring Locksley in concert**
5 to 9 pm Battle of the Bands preliminaries
6:30 pm Heavyweight Horse Pull
8 pm RadioNOW Concert with national recording artists Locksley
9:30 pm Fireworks presented by Circle City Pyrotechnics
10 pm to 1 am Midway Moonlight Madness (unlimited rides with \$20 hand stamp)

Sat, July 23: **Big Brothers/Big Sisters Day (program members with valid ID admitted free)**
10 am Horse competitions: English, Jumping & Versatility
11 am 4-H Small Animal Pets Show sponsored by Central Indiana Veterinary Medical Association
11 am Baby Contest
12 noon 4-H Goat Show
2 pm Dance Connection
5:15 pm The Boys of R & One Girl in concert
7 pm Flat track motorcycle racing (adm \$5; kids 5 & under free)
8 pm Fynal Episode in concert
8 pm Queen Pageant & brand new Princess Pageant

Sun, July 24: **Ralph Coddington Day**
9 am Cowboy Church Service
9 am to 3 pm Open Class Car Show
12 noon Junior Talent Show (ages 12 & under)
12 noon 4-H Horse Show/Contesting
12 noon to 4 pm Pacers Fan Van
1 pm Ralph Coddington Draft Horse Competition
2 pm Flat track motorcycle racing (adm \$5; kids 5 & under free)
3:30 pm Deeper Roots in concert
4 pm 4-H Public Fashion Revue
7 pm Senior Talent Show (ages 13-21)
7 pm Cook & Belle in concert

Mon, July 25: **Senior Night (\$1 off age 55+ with ID – OR donate a pet-related item for Indianapolis Animal Care & Control and receive \$1 off admission)**
5:30 pm Rip Tide Quartet in concert
6:30 pm Adult Talent Show (ages 22+)
6:30 pm Indianapolis Jazz Orchestra in concert
7 pm 4-H Swine Show
7 pm IMPD K9 Demo

Tues, July 26: Marion County Farm Bureau Night (donate a non-perishable food item for Gleaners Food Bank and receive \$1 off admission)

5:30 pm Unspeakable Praise in concert
6:30 pm The Third Row Boys in concert
7 pm Pro-Stock Hoosier Tractor Pull (admission \$3; kids 5 & under free)
7:30 pm The Barnett Trio in concert
8:30 pm Wray Brothers in concert

Wed, July 27: Advantage Health Solutions Ladies' Night (donate a non-perishable food item for Gleaners Food Bank and receive \$1 off admission)

6 pm Calling Contests
6 to 9 pm Free Health Screenings presented by Advantage Health Solutions
7 pm Hoosier Tractor Pull (admission \$3; kids 5 & under free)
7 pm 4-H Beef Show (followed by Open Class show)
7 pm Indianapolis Wind Orchestra in concert
9 pm Art Carroll Ladies' Night Prize Drawings (registration 7:30-8:45 pm)

Thurs, July 28: College Night (\$1 off admission for college students with valid student ID)

5:30 pm & 7:30 pm The Dazzling Mills Family
7 pm 4-H Livestock Skill-a-thon
7 pm ITPA Truck Pull (admission \$3; kids 5 & under free)
8:30 pm The 'Rents Band in concert

Fri, July 29: DreamItDoItIndiana.com Night

5:30 pm & 7 pm Steve Jeffris in concert
6:30 pm Bear Hollow Wood Carving Auction
7 pm JD Byrider Demolition Derby presented by Indiana Autobody Association (admission \$5; kids 5 & under free)
8:30 pm Jamodo Funk Band in concert
10 pm to 1 am Midway Moonlight Madness (unlimited rides with \$20 hand stamp)

Sat, July 30: Kids' Day presented by PNC Bank

10 am 4-H Dog Show
11 am Cheerleading Competition presented by Gentle Dentist
12 noon Silly Safari Animal Show
12 noon to 4 pm Kids' Day Activities
1 pm Radio Disney Back-to-School concert featuring Kickin' Daisies
2 pm Kids' Day Prize Drawings
4 pm Pedal Pull Competition
4 pm 4-H Closing Celebration
4 pm Graffiti in concert
5 to 9 pm Battle of the Bands Finals

- 6 pm JD Byrider Demolition Derby presented by Indiana Autobody Association (admission \$5; kids 5 & under free)
- 6 pm Steve Hills Kids in concert

The Family Arts Building will be a busy destination for fairgoers and competitors alike. Three fair-long contests will take place:

- **Garment Re-do** (participants face-off in a timed garment redesign contest).
- **Green Contest** (bring in your best repurposed item to show how you've gone green).
- **Lego® Contest** (adult & child pairs work together to build the most imaginative Lego® creation).

Daily Food Contests include

- Thursday, July 21: **Apple Pie**, 7 pm
- Friday, July 22: **Chocolate Chip Cookie**, 7 pm
- Saturday, July 23: **Layer Cake**, 11 am; **Brownies**, 7 pm
- Sunday, July 24: **Creamy Dessert**, 1 pm; **Vegetarian Chili**, 7 pm
- Monday, July 25: **Cheesecake**, 7 pm
- Tuesday, July 26: **Fruit Pie or Cobbler**, 7 pm
- Wednesday, July 27: **Cornbread**, 7 pm
- Thursday, July 28: **Homemade Candy**, 7 pm
- Friday, July 29: **Salsa**, 7 pm.

For information about these and other Marion County Fair competitions, midway discounts, hours, and more, log on at www.marioncountyfair.org or call 317.353.2444.

Marion County Fair 2011 sponsors are Citizens Energy Group, Gentle Dentist, Marion County Farm Bureau, PNC Bank, DreamItDoItIndiana.com, Central Indiana Veterinary Medical Association, JD Byrider, Smoke Free Indy, Advantage Health Solutions, Indiana Autobody Association, Drew Amusements, Mike's Express Carwash, RadioNOW, Indianapolis-Marion County Public Library, Meijer, Radio Disney, and Circle City Pyrotechnics.

The Marion County Fair was established in 1930 as a street fair in New Bethel (now known as Wanamaker). Following several moves in the Wanamaker area, the fair's home was relocated to 123 acres at 7300 East Troy Avenue (corner of Troy Avenue and Fisher Road, near Five Points). There presently are 17 permanent buildings on the grounds. The event is owned and operated by the Marion County Agricultural and 4-H Club Fair Association, Inc., a not-for-profit corporation. It is governed by a 14-member board of directors.