



Dear Media Friend:

It's almost that time of year, when the biggest party of the year happens in Puyallup...the Washington State Fair! There is a lot of information below, for you to share with your audiences and to help you plan any coverage you'd like to do during the Fair.

I'm excited to experience my first Fair as the Public Relations manager and look forward to working with all of you, some who I've known for years, and some who I hope to get to know in my new role.

Starting this year, we are condensing the media kits and sending them to you digitally. Please feel free to reach out if you have any questions or to set up stories. You'll see below, there are so many exciting things for you to cover this year, including:

- Rides - We have a new one! (But you're welcome to come ride the oldies but goodies as well)
- New vendors – inflatable couches, a saloon and more!
- Seahawks appearance – Michael Bennett
- Food contests – Spam, scones, parent/kid desserts, beer, etc.
- Concerts – There are 21 days of concerts this year, with something for everyone
- Animals – Piglets, exotic animals of the world
- Eats and treats – Want a behind the scenes look at how scones are made, or deep fried...everything?
- Huge square dancing flash mob (**EMBARGOED** until after it happens. Several hundred expected in attempt to set a Guinness World record. Please don't pre-publicize.)
- Superhero Headquarters – Meet Batman, Wonder Woman, Teenage Mutant Ninja Turtles and more!
- Discover the Dinosaurs – Walk-thru hands-on exhibit with replica dinosaurs

These are just some samples of all the fun coming in September.

And remember, we've extended our dates and are open on Labor Day Weekend this year.

Sincerely,

A handwritten signature in black ink that reads "Stacy Howard". The signature is written in a cursive, flowing style.

Stacy Howard, Public Relations Manager, Washington State Fair
253.312.4481
stacyh@thefair.com

VITAL STATISTICS

Washington State Fair Dates

Sept. 2-25, 2016

Days:

Mon., Wed., Thurs.

Fri.

Sat.

Sun.

Hours:

10 a.m. – 9 p.m.

10 a.m. – 10 p.m.

9 a.m. – 10 p.m.

9 a.m. – 9 p.m.

CLOSED TUESDAYS

Location

Washington State Fair Events Center

110 9th Avenue SW

Puyallup, WA 98371

Office Phone

(253) 845-1771

Information Hotline

(253) 841-5045 (24-Hour Hotline)

Website

thefair.com

Admission Prices

Adults \$12.50

Students (6-18 years) \$ 9.00

Seniors (62+) \$ 9.00

Five and under Always Free

Online at www.thefair.com thru 9/1

\$10.00

\$ 7.50

\$ 7.50

Always Free

Parking

Weekdays (Mon., Wed., Thurs., Fri.) \$10.00

Weekends (Sat., Sun.) \$15.00

Discount Admission

See "Deals and Discounts" on our site for more details: <http://www.thefair.com/deals>

Facilities for the Disabled

Various facilities: Restrooms and other requirements to meet the needs of guests with disabilities are found throughout the grounds.

Sign language: A sign language interpreter is available from 2:00 – 8:00 p.m. daily to assist hearing impaired guests and employees. This service is available by contacting an attendant in the main information booth by the Extreme Scream.

Parking: Disabled parking is provided in all official Fair parking lots, based on a first-come basis.

MEDIA INFORMATION

Media Contact

Stacy Howard, Public Relations Manager

Phone (cell): (253) 312-4481
Fax: (253) 841-5300
Email: Stacyh@thefair.com

Press Passes and Parking Passes

Please submit in advance for press gate and parking passes. Parking passes are provided for use in any Fair parking lot. A designated parking area is available for members of the press working under a tight deadline. Please notify Stacy so that she can provide directions. All credentials will be distributed through the Public Relations office only.

Logo, Photo and Special Requests

For photos and logo shown on the website, click on "Media & News" at the bottom of the page, and then select "Photo/Logos." The media user name (case sensitive) is: presslogin. The password (case sensitive) is: fairphotos. We have an extensive photo library, and would be glad to fulfill specific requests. Request photos from Stacy at Stacyh@thefair.com.

SPECIAL ATTRACTIONS AND HIGHLIGHTS

Discover the Dinosaurs

Discover the Dinosaurs is a walk-through exhibit designed to take you back in time to a landscape where dinosaurs lived. See dinosaurs of prehistoric times, including a T-Rex, Triceratops, Iguanodon, Apatosaurus and Stegosaurus.

This is a unique, hands-on exhibit, consisting of moving and replica dinosaurs that you can actually touch! Additional activities are available for kids of all ages including riding a dinosaur, gem and fossil panning and more.

Discover the Dinosaurs is a separate ticketed exhibit beyond Fair gate admission. It is located inside the Red Gate, and is \$6 per person. Children two years and under are free admission with a paid adult. Tickets are available at the Box Office and online. Hours are the same as Fair hours. Location: Red Gate Building

Superheroes Headquarters

Have you been waiting your entire life to meet your favorite superhero? The opportunity is finally here, for adults and kids of all ages!

This FREE exhibition sponsored by Mountain Mist, invites fans to visit the superheroes at their Washington State Fair Headquarters, where they'll be on select dates of the Fair:

Sept. 2-5, Captain America and Thor ©2016 MARVEL

Sept. 7-12, Batman and Wonder Woman © DC Comics

Sept. 14-19, Superman and Supergirl © DC Comics

Sept. 21-25, Teenage Mutant Ninja Turtles

Location: Near SillyVille

New Ride - Grand Wheel

We are excited to bring a new Grand Wheel to this year's Washington State Fair! This ride will be one of the biggest of three wheels at the Fair, at 108 feet high with 24 gondolas. The ride is located in front of the Classic Coaster.

Timber Gulch

Timber Gulch, sponsored by The Old Cannery, has some new features this year. Guests will still take a step back in time when entering the 1890's Pacific Northwest Frontier Town, which includes: a post office, dentist/barber shop, General Store, Undertaker's office, Sheriff's office, Saloon, lumber mill, hotel and bank.

Not only will there be a saw mill in the center of town, a large stump house, antiques and historical artifact displays, but plenty of recreational activities, including:

- Pioneer Farm activities - making Flour, churning butter, and much more
- Ag-Ventureland with activities for kids, such as horse saddling, roping a steer, milking a cow and various crafts
- The Tumbleweed Crossing Gunfighter Show
- Leapin' Louie Lichtenstein, Sept. 2 - 12
- Karen Quest- Cowgirl Tricks, Sept. 14-25

Beer Haven™

A popular spot last year, Beer Haven™ returns to the Fair this year, along with an entertainment stage with a live DJ and live bands on weekends. The world's largest mobile brewery features more than 60 taps of local craft beer. The brewery is a celebration of the small, independent, traditional and innovative culture of American craft brewers. It is a one-of-a-kind mobile mega-experience.

Location: Blue Gate Plaza

Bounceback Tickets!

BlueGreen Vacations offers a short survey for guests at their kiosk inside the Blue Gate, across from the Park Bistro. By participating in the survey, guests will receive a coupon to get a return gate tickets. This is available throughout the duration of the Fair.

Agriplex

AgriPlex is a multi-use facility that will be used for year-round events and animal displays during the Fair. Visitors will observe a traditional livestock display during the Fair and milking of the animals. The facility will showcase a new eight animal milking parlor, exhibitor area and offices. During the rest of the year, the facility will be available to rent. The open class dairy, youth dairy shows and open class sheep will be housed in AgriPlex during the Washington State Fair. A covered arena adjacent to AgriPlex will be the location for the livestock shows.

AgriPlex facts:

- 25,000 square feet + 12,000 square foot covered arena
- Animal facility with a milking parlor
- A nearby plaza approx. 185' x 60'

SPECIAL DAYS (IN DATE ORDER)

We're Expanding Fair Dates in 2016

The 2016 Washington State Fair is expanding its dates this year, and guests will have even more reason to enjoy the biggest party in the state!

The Washington State Fair will start the Friday of Labor Day weekend, Sept 2, and run through Sunday, Sept. 25, 2016. This will give guests four weekends and other additional options to plan their trips. With the Fair being open 21 days, congestion and lines will also decrease. The Fair will be closed Tuesdays to give staff and vendors time to rest and restock.

KOMO's Opening Day at the Fair Food Drive / Free Gate Admission - Sept. 2 (Friday)

The annual KOMO's Opening Day at the Fair Food Drive kicks off again this year, with a reward for those who donate non-perishable food for the food drive. The Washington State Fair offers free gate admission on opening day of the Fair from 10 a.m. until 12 p.m. The food drive supports the Puyallup Food Bank, and distributes to 29 food banks and pantries in the South Sound area. Last year, more than 290,000 pounds of non-perishable food was collected in one day, a new record.

BECU Free Kids' Weekend – Sept. 2-5

BECU welcomes young guests again this year, with free gate admission throughout the entire opening weekend. The special offer for ages 18 and under is valid Friday – Monday.

American Diabetes Day at the Fair – Sept. 4

The Washington State Fair and the American Diabetes Association have partnered to bring you American Diabetes Association Day at the Fair! Join us for a day of walking, wellness, education and family fun all day on Sunday, Sept. 4! The fun starts early with the Step Out: Walk to Stop Diabetes event to be held at the State Fair.

Some highlights of the day include:

- Kickoff Ceremony and Program (8 a.m., Grandstand) - Meet Seahawks players, the Sea Gals, Blitz and Big WA at the Kickoff Ceremony and enjoy live entertainment (Subject to availability).
- Wellness Vendor Village – Earn prizes from wellness vendors throughout the Fair
- Fundraiser to win free parking, event T-shirt, invitation to VIP Brunch and entries to win VIP tickets to Tim McGraw

End of Summer Bash – Sept. 5

The Washington State Fair will be ending the summer in style this year with a special End of Summer Bash on Labor Day. Travel to paradise with sounds and island fun around the entire Fair all day, complete with tropical drinks and food.

Come 5 o'clock, Jimmy Buffet time, it'll be an all-out party in the Grandstand with a **FREE concert** from the official Jimmy Buffet Tribute Band A1A.

Plus, you'll also be able to enjoy these other amazing Labor Day offers:

- \$2 rides until 2 p.m.* - purchase Funtastic ride tickets by 2 p.m. for use throughout the entire day (excludes Extreme Scream)
- BECU Free Kids' Day – free gate admission all day for kids ages 18 and under
- Military Appreciation Day – free admission all day for active, retired, reserved military and National Guard and their dependents, plus disabled veterans
- The first 1,000 paid guests through Fair gates will receive a bobblehead of the Fair mascot, Big Washington

Animals of the World – Sept. 7-12

Exotic animals from around the world are on display in J Barn at the Animals of the World exhibit. Nigerian dwarf goats, zebras, llamas, fainting goats and many more animals will be awaiting your visit.

Throwback Thursdays - Sept. 8, 15, 22

We love our seniors, so we're bringing back activities with those 62+ years in mind. There will be lots of entertainment and programs to enjoy throughout the Fair.

Washington State Fair Rodeo Breakfast - Sept. 9 (8 a.m. - 10 a.m.)

Drop by before the Rodeo Kickoff Parade and enjoy some pancakes hot off the griddle, scrambled eggs, sausage and beverages. It's right on the parade route, at the City of Puyallup's Pioneer Park Pavilion, and

the cost is only \$2 per person. This breakfast is made possible by the Washington State Fair Rodeo Wranglers, and many generous partners in the area.

Ford Test Drive (Free!) – Sept. 9-19

Get behind the wheel of a Ford truck and take it for a free test drive through the neighborhood. Ford will offer guests the opportunity to check out their latest truck models for several days of the Fair. Guests must have a valid driver's license.
Location: Agriplex Plaza, near the Green Gate

Washington State Fair Western Rodeo Parade and Cattle Drive - Sept. 9 (10 a.m.)

A cattle drive down Meridian, Puyallup's major arterial, kicks off this non-motorized parade. Equestrian drill teams, school marching bands, horse hitches, costume characters and loads of fun, kick off the Fair and the Rodeo.

The 2016 Rodeo Grand Marshal is KING 5's Chris Egan. Egan has been a reporter and anchor, since 2007. Prior to that, he worked for NorthWest Cable News as a sports anchor and producer on NorthWest Sports Tonight and co-hosted the Seahawks Fone Zone with former Seahawks quarterback Brock Huard. Egan worked as a news anchor and reporter in Boise, Idaho, where he won several awards for his story telling, and he was also a sports anchor at the NBC station in Medford, Ore.

A native of Western Washington, Egan grew up in Puyallup, Wash., and attended Puyallup High School. He played tennis and basketball at Pacific Lutheran University where he earned a Bachelor of Arts degree in broadcast journalism/communications.

In his spare time, Egan loves to play basketball, softball (ten-time defending co-ed champs), tennis, pickleball and even some flag football on occasion. He is also very active in coaching, where he volunteers his time as a baseball, soccer and basketball coach. Chris married his high-school sweetheart, Melanie and they currently have three kids, Madison, Austin and Luke.

School Supply Drive/Free Gate Admission – Sept. 9 (10 a.m. – 12 p.m.)

Following the Western Rodeo Parade and Cattle Drive, guests will earn free admission to the Fair with a suggested donation of new school supplies, to benefit Communities in Schools. The donation drive will take place at the Gold and Red Gates.

Washington State Fair Rodeo, Justin Boots Playoffs, Presented by O'Reilly Auto Parts - Sept. 9 (1 & 6:30 p.m.); Sept. 10 (1 & 6:30 p.m.); Finals on Sept. 11 (1 p.m.)

Go big or go home is what the top rodeo athletes at the Washington State Fair Rodeo face for three straight days. They are fighting for their rodeo lives to take home top honors, and their chance at the National Finals Rodeo in Las Vegas this December. You'll see the top cowboys and cowgirls compete in each event. Purchase tickets at www.thefair.com/rodeo.

Thanks to these Rodeo Sponsors:

O'Reilly Auto Parts, plus Black Pine Spas, Bud Light, Washington's Lottery, Vitamix, Coastal Farm and Ranch, Better Built Barns

Fireworks Spectacular - Sept. 2, 9, 16, 23 (Fridays, 10 p.m.)

Stick around each Friday night of the Fair, to see our spectacular fireworks show! The amazing display will light up the skies of Puyallup at 10 p.m. And this year, because of our extended dates, there's an extra show!

Giant Pumpkin Carving – Sept. 10, 11, 17, 18, 24, 25 (11 a.m. – 4 p.m.)

See master pumpkin carver Russ Leno create works of art out of giant pumpkins. Each creation is different, and he's fascinating to watch in action.

Location: Planting Patch area

Asia Pacific Cultural Center Day - Sept. 17

Celebrate the vibrant cultures of the Far East on Saturday, Sept. 17. Area groups will pay homage to their heritage through traditional dress/dance/music. Performances all day from a variety of countries including: Korea, Vietnam, Fiji, Thailand and Cambodia. Sponsored by Aqua Rec's.

Location: Showplace Stage

Draft Horses "Big Hearts Wear Pink" – Sept. 17

In addition to the daily draft horse hitch demonstrations in the Paul Hamus Arena each day at 2 and 3:30 p.m., they are hosting a special demonstration on Sept 17. Both demonstrations recognize those who have battled breast cancer, and will have some survivors riding on the hitches. The horses even get in on the act by wearing pink ribbons woven into their braids.

Fiestas Patrias - Sept. 18

You'll discover great family entertainment as we host Latino events all day on the Showplace Stage and Coca Cola stage, followed by a huge concert on the Grandstand stage (separate ticket purchase required). Check out the mariachi, dancing and music throughout the day, and buy a ticket to see Voz de Mando, Projecto X and Mariachi Divas in the Grandstand at 5 p.m. Sponsored by Aqua Rec's.

Daily activities/entertainment are free with Fair gate admission. Concert tickets extra cost.

Location: Showplace Stage, Coca Cola Stage, Grandstand Stage

Catch a Rising Star - Sept. 22-24 (7-9 p.m.)

Singers, dancers, and musicians, this is your time to shine! Don't miss your chance to perform at the Washington State Fair and be a star! Solos, duos, trios and groups ages five through adult can enter for a chance to win \$1,000 in prizes in this fantastic competition!

Professional judges will choose from two semi-final competitions held at the Showplace Stage on Thursday, September 22 and Friday, September 23 at 7:00 p.m. Finalists will compete on the Showplace Stage on Saturday, September 24, 2016 at 7:00 p.m.

Age categories are 5-11, 12-17, and 18 and up. A first place cash prize is offered for each age category! Sponsored by Aqua Rec's.

Seattle Seahawks Appearance: Michael Bennett – Sept. 23 (6-8 p.m.)

Seattle Seahawks fans will get the opportunity to meet Defensive End Michael Bennett! He will participate in a 45 minute Q & A session with fans, followed by a meet-and-greet. This is a free event. Location: Coca-Cola Stage

The Sea Gals – Sept. 24 (1-2 p.m., 4-5 p.m.)

The Seattle Sea Gals will be returning this year for another 2 performances on the Showplace Stage, with a calendar signing to follow each performance. Sponsored by Aqua Rec's. Location: Showplace Stage

The Ultimate Tailgate - Sept. 25 (and every game day)

Why have to choose between attending the State Fair and watching your favorite sporting game on TV? We have large TV screens in our sports bar and family friendly locations, so you can spin on your favorite ride, and enjoy your team's game.

On Sunday, Sept. 25, head over to the End Zone Sports Bar as the Seattle Seahawks take on rival San Francisco 49ers. Enjoy the game, food and fun-filled activities. Compete to be deemed the "Ultimate Fan" in your best blue and green garb, for the chance to win a new grill, courtesy of Aqua Quip.

FREE MUSIC AND SHOWS

There is something for everyone – from strolling entertainment, comedy, music, jugglers, special exhibits and much more! Click here for more information: <http://www.thefair.com/fun/free-music-entertainment>

CONCERT LINEUP

**2016 Washington State Fair Concert Series
Presented by Columbia Bank**

DATE	PERFORMANCE	TIME	PRICES (incl. Fair gate) Standard processing fees apply.
Sept. 2 (F)	J. Cole with special guest Bas (Hip Hop)	7:30 p.m.	\$115 – Golden Circle, \$100, \$70
Sept. 3 (Sa)	Kid Rock with special guest Uncle Kracker (Rock)	7:30 p.m.	\$120 – Golden Circle, \$105, \$95 Pre-Show Party - \$38
Sept. 4 (Su)	Tim McGraw (Country)	7:30 p.m.	\$350 VIP package, 250 VIP package, \$95, \$85
Sept. 5 (M)	End of Summer Bash featuring A1A – The Official and Original Jimmy Buffett Tribute Show (Classic Rock)	5:00 p.m.	Free with Fair gate admission

Sept. 7 (W)	Creedence Clearwater Revisited (Classic Rock)	7:30 p.m.	\$30 General Admission
Sept. 8 (Th)	Smash Mouth (Pop)	7:30 p.m.	\$30 General Admission
Sept. 9 (F)	Rodeo Playoffs – Friday Matinee	1:00 p.m.	\$18 / \$5*
Sept. 9 (F)	Rodeo Playoffs with Thompson Square concert – Friday Evening (Country)	6:30 p.m.	\$40-Golden Saddle, \$30. \$35-Standing in Dirt Concert
Sept. 10 (Sa)	Rodeo Playoffs – Saturday Matinee	1:00 p.m.	\$30-Golden Saddle, \$20
Sept. 10 (Sa)	Rodeo Playoffs with Chris Janson concert – Saturday Evening (Country)	6:30 p.m.	\$40-Golden Saddle, \$30. \$35-Standing in Dirt Concert
Sept. 11 (Su)	Rodeo – Puyallup Finals	1:00 p.m.	\$35-Golden Saddle,\$25
Sept. 12 (M)	for King & Country and Matt Maher (Christian)	7:30 p.m.	\$46 - Golden Circle, \$36, \$26
Sept. 14 (W)	DNCE with special guest LunchMoney Lewis (Pop)	7:30 p.m.	\$55 – Golden Circle, \$40, \$28
Sept. 15 (Th)	X Ambassadors / Rachel Platten (Pop)	7:30 p.m.	\$65 – Golden Circle, \$50, \$40
Sept. 16 (F)	Charlie Wilson with special guest Joe (R&B)	7:30 p.m.	\$65 - Golden Circle, \$55, \$45
Sept. 17 (Sa)	Alan Jackson’s KEEPIN’ IT COUNTRY Tour (Country)	7:30 p.m.	\$85 – Golden Circle, \$65, \$50
Sept. 18 (Su)	Fiestas Patrias featuring Voz de Mando, Proyecto X and Mariachi Divas (Latino)	5:00 p.m.	Advance General Admission: Adults \$20, Kids 12 & under \$10
Sept. 19 (M)	Chris Young with special guest Cassadee Pope (Country)	7:30 p.m.	\$60 - Golden Circle, \$50, \$40
Sept. 21 (W)	Gavin DeGraw & Andy Grammer with special guest Wrabel (Pop)	7:00 p.m.	\$65 – Golden Circle, \$55, \$43
Sept. 22 (Th)	Dierks Bentley plus guest Tucker Beathard (Country)	7:30 p.m.	\$100 – Golden Circle, \$80, \$65 Pre-Show Dinner - \$38
Sept. 23 (F)	Jeff Foxworthy and Larry the Cable Guy (Comedy)	7:30 p.m.	\$80 – Golden Circle, \$70, \$55
Sept. 24 (Sa)	Flo Rida with special guest Natalie La Rose (Hip Hop)	7:30 p.m.	\$68 – Golden Circle, \$52, \$40
Sept. 25 (Su)	Train with special guest MAGIC! (Pop)	7:30 p.m.	\$75 – Golden Circle, \$65, \$50

* Friday 1 p.m. rodeo does not include Fair gate admission. Gates are open free until noon.