



Dear Media Friend:

The biggest party in the state starts September 1, and we're excited to welcome you all for big fun, big food and big concerts!

Many of our guests' favorite foods, rides, vendors and entertainment will return, and of course, we'll introduce new food, products, exhibits and a star-studded lineup in our Grandstand for the Columbia Bank Concert Series.

Here are some highlights for this year's Fair. Please contact Stacy if you have any questions or to set up shoots/interviews.

VITAL STATISTICS

2017 WSF HOURS:

Labor Day Weekend

Fri. 10:30 a.m. – 10:30 p.m.
Sat. 9:30 a.m. – 10:30 p.m.
Sun. 9:30 a.m. – 10:30 p.m.
Mon. 9:30 a.m. – 9:30 p.m.

Post-Labor Day Hours

Mon., Wed., Thurs. 10:30 a.m. – 9:30 p.m.
Fri. 10:30 a.m. – 10:30 p.m.
Sat. 9:30 a.m. – 10:30 p.m.
Sun. 9:30 a.m. – 9:30 p.m.

CLOSED TUESDAYS AND SEPT. 6

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

Pre-Fair Gate Admission (On sale now! Ends 8/31)

Adults	\$11
Students (ages 6-18)	\$9
Seniors	\$9
Five and under	Free

Regular Admission Prices (Starting Sept. 1)

Adults	\$14
Students (6-18 years)	\$10.50
Seniors (62+)	\$10.50
Five and under	Free

Parking

Weekdays (Mon., Wed., Thurs., Fri.)	\$10
Weekends (Sat., Sun.)	\$15

Other Deals and Discounts

Visit Fred Meyer for Value Packs and O'Reilly Auto Parts for discounts on Rodeo tickets.

Purchase the Xfinity Dizzy Pass, by Sept. 3 and save \$10 at THEFAIR.COM. Unlimited ride bracelets are valid select weekdays and the weekend option, valid Sept. 9 & 10 for great ride savings!

For more info, see "Deals and Discounts" on our site: <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

We encourage you to please submit in advance, requests 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.

Logo, Photo and Special Requests

For photos and logo shown on the website, click on "Media & News" at the bottom of the page, then select "Photo/Logos." Media user name (case sensitive, no spaces): presslogin. Password (case sensitive, no spaces): fairphotos. We have an extensive photo library, and would be glad to fulfill specific requests. Request photos from Stacy at Stacyh@thefair.com.

HIGHLIGHTS AND SPECIAL ATTRACTIONS

NEW! Fisher Scone ice cream!

This will debut opening day and be sold at 9 locations on the grounds. Price and ingredients to be announced later...

NEW! Brew Park

Enjoy 24 taps of the best Washington craft beer and live music, daily. Plus, join us for Thirsty Thursdays and enjoy eight 5-ounce samples, plus a collectible glass for just \$30. Available each Thursday, 4 p.m. – close. Tickets can be purchased at thefair.com in advance to reserve spots. Space is limited.

NEW! Giant Insect Adventure (Paid Exhibit)

Enter a world where giant insects tower over people – 40 to 120 times larger than life-size! These carnivores and herbivores crawl, fly, camouflage and metamorphose. Experience the immersive and realistic habitats, complete with scenic background images, plants, and ground cover.

Watch two 11 ft. male Atlas beetles (*Chalcosoma atlas*) lock horns in a battle over mates in Asia. Hear the loud hissing sound of a 22 ft. jungle nymph stick insect (*Heteropteryx dilatata*) rubbing its wings together in self-defense. Forage for plants with a 15 ft. caterpillar (*Papilio xuthus*) in Asia before it morphs into a swallowtail butterfly. Travel with a 12 ft. desert locust (*Shistocerca gregaria*) as it consumes vegetation across dry regions. Stand in front of a 19 ft. praying mantis (*Tenodera aridifolia*) while it prepares to lunge at prey with its forelegs. Operate animatronic dragonfly, honey bee, and mosquito heads while gazing through massive magnifying glasses. Embark on a journey that is out of this world!

Location/Cost: Centennial Building, \$7, plus gate admission. Kids 2 and under free with paying adult.

NEW! Big Washington's Imagination Workshop (Paid Exhibit)

Kids of all ages, can create, dig and build with a variety of tools and toys.

Location/Cost: Red Gate Building/\$5, plus gate admission (all ages).

NEW RIDE! – Circus Jumbo

Elephant ride located in SillyVille. It's a kiddie ride, but adults can go on it too! (photo attached)

100th Birthday of the Antique Carousel

September 2017 marks 100 years since the carousel begin spinning 'round. Throughout Fair time and the grounds, we will celebrate the carousel's birthday. The first 100 riders each day, all Labor Day Weekend, will receive free commemorative buttons. Post Labor Day, the 100th rider each day will receive a button. Special carousel merchandise will be available for purchase in our official Fair Merchandise locations, along with a carousel-themed penny press. 3D selfie stations located at the ride, will give guests photo opportunities to celebrate. Additionally, the annual STAR 101.5 wedding will take place on the carousel this year.

Superhero Headquarters

Back by popular demand! Superhero Headquarters returns this year, after being a big hit with guests of all ages last year.

This FREE exhibit invites fans to visit the superheroes at their Washington State Fair Headquarters, where they'll be on select dates of The Fair:

Sept. 1-4, Spiderman and Green Goblin ©2017 MARVEL

Sept. 7-11, Catwoman and Robin © DC Comics

Sept. 13-18, The Joker and Wonder Woman © DC Comics

Sept. 20-24, Batman and Superman © DC Comics

Location: Near SillyVille

Designated Driver Program

Visit the Washington State Fair as a committed designated driver, in our bar areas and receive a free Coca-Cola. Sponsored by Budweiser

SPECIAL DATES

KOMO's Opening Day at the Fair Food Drive/Free Gate Admission - Sept. 1, (10:30 a.m. – 12:30 p.m.)

The annual KOMO's Opening Day at the Fair Food Drive kicks off again this year, with FREE admission for those who donate non-perishable food for the food drive. Free gate admission, 10:30 a.m. – 12:30 p.m. Food can be donated all open hours September 1. The food drive supports the Puyallup Food Bank, and distributes to 29 food banks and pantries in the South Sound area. Last year, approximately 200,000 pounds of non-perishable food was collected in one day.

BECU Free Kids' Weekend – Sept. 1-4

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.

75th Remembrance of the Puyallup Assembly Center – Sept. 2, 10-11 a.m.

The ceremony will remember and honor the nearly 7,400 Japanese & Americans of Japanese descent who were sent to the Puyallup Fairgrounds in 1942 when the U.S. Government took over the grounds under Executive Order 9066.

Location: Coca Cola Stage followed by walking procession to Harmony Statue near Gold Gate.
Mistress of Ceremonies: KING 5's Lori Matsukawa

The Voice Contestant Meghan Linsey Performs – Sept. 2-4

The Voice's Season 8 Runner-Up Meghan Linsey will bring her country sounds as part of our FREE entertainment opening weekend.

Location: Coca-Cola Stage
Two shows daily: 5 pm & 6:30 pm

Military Mondays – Every Monday (Sept. 4, 11, 18)

Gate admission is free to all active, reserve and retired military and National Guard and their dependents, plus disabled veterans, when each shows valid military ID at any Fair gate. Sponsored by Albertsons, Safeway and media partners KOMO News & KVI.

NEW! Puyallup River Brewing Raspberry Scone Golden Ale – Available starting Sept. 4

We're honored to have a beer created, with inspiration from The Fair! Puyallup River Brewing will debut their new brew at our End of Summer Bash, on Labor Day. The beer will then be sold exclusively at the Washington State Fair in various locations throughout the grounds.

End of Summer Bash – Sept. 4

Washington's End of Summer Bash celebrates many of the things that make our state so great – enjoy food, drinks, music & fun for all ages.

- The Grandstand will feature a fantastic FREE Washington Legends Tribute music event (11:30 a.m. – 6:30 p.m.). Sample some of the most famous music from our state.
 - Heart by Heart (Heart Tribute Band, with two original members of Heart)
 - Randy Hansen (Jimi Hendrix Tribute Artist)
 - The Spazmatics (80's New Wave cover band)
- Buy tokens to sample some of Washington's favorite wine, beer and food
- Unlimited rides and 2 free games will be available with the Xfinity Dizzy Pass.
- FREE commemorative Bobblehead to the first 2,000 guests
- FREE Kids Day
- Military Appreciation Day

Animals of the World – Sept. 7-11

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

Location: Barn M

NEW! Pierce County Thursdays – Every Thursday (Sept. 7, 14, 21)

We'll be "Doing The Puyallup," every Thursday, with special deals for Pierce County residents, including:

- Buy one get one free gate admission
- 2-for-1 Thursday Grandstand shows. Buy one ticket, get one free to Rodeo Playoffs, The Beach Boys and Modest Mouse with Built To Spill
- The first 1,000 guests each Thursday receive a fun "Do The Puyallup" reusable bag!

(Coupon required. Obtain at www.thefair.com)

Sponsored by Mountain Mist.

NEW! Thirsty Thursdays – Every Thursday (4-9:30 p.m.)

Get eight, 5-ounce samples and a collectible glass for just \$30. Enjoy 24 taps of Washington craft beer and cider. Available in the new Brew Park (near Blue Gate).

Ford Test Drive (Free!) – Sept. 7-10

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 Rodeo Breakfast - Sept. 8 (7:30 - 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.

Washington State Fair Western Rodeo Parade and Cattle Drive - Sept. 8 (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 hitchers, costume characters and loads of fun, kick off the Fair and the Rodeo.

The 2017 Rodeo Grand Marshal is Keith Eldridge of KOMO-TV News. Keith is an Emmy award winning newscaster and has been reporting on the news at KOMO for 34 years. He is the South Sound bureau chief covering the whole region from The Fair to the ocean to the mountains and all points in between. All totaled Keith has been reporting the news for 45 years with prior stops in California and Colorado. He and his wife Jan and daughter Natalie live on a farm with horses, chickens, dogs and cats in Buckley. He's a recent survivor of open heart surgery and a big supporter of the American Heart Association.

School Supply Drive/Free Gate Admission – Sept. 8 (10:30 a.m. – 12:30 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. 7 (6:30 p.m.); Sept. 8 (6:30 p.m.); Sept. 9 (1 p.m., 6:30 p.m.) Finals, Sept. 10 (1 p.m.)

The Northwest's biggest rodeo is only at the Washington State Fair. The athletes will fight 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, Black Pine Spas, Budweiser, Washington's Lottery, Vitamix, Better Built Barns, The Old Cannery,

Fireworks Spectacular - Sept. 1, 22

Celebrate The Fair's opening and closing Fridays, with our spectacular fireworks show! The amazing display will light up the skies of Puyallup at 10 p.m.

Giant Pumpkin Carving – Weekends

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: Fountain Plaza at Gold Gate

Asia Pacific Cultural Center Day - Sept. 16

Celebrate the vibrant cultures of the Far East on Saturday, Sept. 16. 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.

Location: Showplace Stage sponsored by Aqua Rec's.

Draft Horses "Big Hearts Wear Pink" – Sept. 16

In addition to the daily draft horse hitch demonstrations in the Paulhamus Arena each day at 2 and 3:30 p.m., they are hosting a special demonstration on Sept 16. 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. 17

Washington's biggest and best Fiestas Patrias celebration, FREE with Fair admission! This full day event celebrates Latin culture and arts, with special entertainment and fun for the whole family throughout the fairgrounds.

New this year! Two show times: 1 & 6 pm. In both shows, guests will enjoy live music including the fabulous **Carmen Jara** and **El Chichicuilote** as well as fabulous collection of Latin entertainment ranging from traditional mariachis to colorful folkloric dancers and authentic food. Additionally, guests can enjoy you will the traditional Grito de Independencia. And as always, enjoy all the traditional fun of the Fair with animals, rides, games, exhibits and shopping galore!

Show locations: Grandstand Stage

Sponsored by Budweiser.

The Sea Gals – Sept. 23 (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.

Location: Showplace Stage sponsored by Aqua Rec's

The Ultimate Tailgate - Sept. 24 (and every game day)

Why have to choose between attending the State Fair and watching your favorite sporting game on TV? We have large LED 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. 24, head over to the End Zone Sports Bar as the Seattle Seahawks take on the Tennessee Titans. Enjoy the game, food and fun-filled activities. Compete to be deemed the "Ultimate Fan" in your best blue and green garb. Event sponsored by Albertson's/Safeway and DISH Network.

FREE MUSIC , SHOWS, ENTERTAINMENT

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

2017 Washington State Fair Concert Series Presented by Columbia Bank

DATE	PERFORMANCE	TIME	PRICES (incl. Fair gate admission)
Sept. 1 (F)	Nickelback w/special guest Daughtry	7:30 p.m.	\$100, \$90, \$80
Sept. 2 (Sa)	Lady Antebellum w/special guests Kelsea Ballerini & Brett Young	7:30 p.m.	\$100, \$90, \$80
Sept. 3 (Su)	Steven Tyler	7:30 p.m.	\$90, \$80, \$60
Sept. 4 (M)	End of Summer Bash – Washington Legends Tribute Music Festival	11:30 a.m.-6:30 p.m.	Free w/gate admission
Sept. 7 (Th)	Rodeo Playoffs – Evening Performance	6:30 p.m.	\$30, \$20, \$15 or \$66 for family of 4 thru 9/4
Sept. 8 (F)	Rodeo Playoffs w/Granger Smith Concert	6:30 p.m.	\$40, \$30, or \$40 for concert only (dirt GA)
Sept. 9 (Sa)	Rodeo Playoffs – Matinee Performance	1 p.m.	\$35, \$25, \$15 or \$66 for family of 4 thru 9/4
Sept. 9 (Sa)	Rodeo Playoffs w/Easton Corbin Concert	6:30 p.m.	\$40, \$30, or \$40 for concert only (dirt GA)
Sept. 10 (Su)	Puyallup Rodeo Finals	1 p.m.	\$40, \$30
Sept. 11 (M)	Melissa Etheridge	7:30 p.m.	\$48, \$38, \$28
Sept. 13 (W)	Masters of Illusion	7:30 p.m.	Reserved Infield \$35, \$25; Grandstand (limited) free w/Fair gate admission
Sept. 14 (Th)	The Beach Boys	7:30 p.m.	\$55, \$45, \$30
Sept. 15 (F)	I Love the 90's Tour feat. Salt-n-Pepa, Vanilla Ice, Color Me Badd & Tone Loc	7:30 p.m.	\$75, \$55, \$40
Sept. 16 (Sa)	Hank Williams, Jr. w/special guest The Cadillac Three	7:30 p.m.	\$70, \$60, \$45

Sept. 17 (Su)	Fiestas Patrias feat. Carmen Jara and El Chichicuilote	1 & 6 p.m.	Free w/gate admission
Sept. 18 (M)	Casting Crowns w/special guest Matthew West	7:30 p.m.	\$50, \$40, \$30
Sept. 20 (W)	Thomas Rhett w/special guest Michael Ray	7:30 p.m.	\$90, \$80, \$70
Sept. 21 (Th)	Modest Mouse w/special guest Built To Spill	7:30 p.m.	\$85, \$75, \$58
Sept. 22 (F)	An Evening with Earth, Wind & Fire	7:30 p.m.	\$80, \$70, \$45
Sept. 23 (Sa)	Marlon Wayans	7:30 p.m.	Reserved Infield \$40, \$35, Grandstand (limited) free w/Fair gate admission
Sept. 24 (Su)	Jason Aldean w/special guest Kane Brown	7:30 p.m.	\$150, \$140, \$100