

media release

Colorado State Fair
Colorado Department of Agriculture
www.coloradostatefair.com

FOR IMMEDIATE RELEASE

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Deals & Discounts at the Colorado State Fair

PUEBLO, Colo. –The Colorado State Fair is providing a discount every day of the fair:

New Gate Admission for Kids

Kids 4 & under: Free

Kids 5 – 12: \$7 every day

Adults 13 & up: \$7 Mon – Thurs

 \$10 Fri – Sun.

Thursday, August 23

98.9 Magic FM Sneak Peek Night

5 p.m. - midnight

Get the jump on all the carnival rides this year with a \$10 all-you- can-ride band the night before the actual Fair opens! Gate admission is FREE!

Fridays, Saturdays, & Sundays

Pepsi Weekend Gate Crusher

Pick up an Orange Crush at your local Pepsi retailer and look for the coupon for \$2 off gate admission on any Friday, Saturday or Sunday on the back of the can. Actual empty can must be presented at the gate.

Fridays, August 24 and 31

Back to School Days, presented by Loaf 'N Jug

New and Improved! Free Gate Admission and \$11 discounted carnival ride band coupons will be still be available to students but they now pick up their tickets at the gates and it's for both Fridays now instead of one! Students must provide a current student ID. For students in grades K-12.

Saturday, August 25

Band Day

The Colorado State Fair thanks and appreciates the hard work of marching bands in preparing to perform in the State Fair parade. All marching band members in uniform get free gate admission and will perform on the Pepsi Stage presented by KKTV 11 News throughout the day.

Sunday, August 26

American Heroes Day presented by Y96.9

New and Improved! The Colorado State Fair would like to recognize all our heroes. So this year the discount is being extended to all military personnel, with proof of military affiliation, AS WELL AS emergency responders, including Firefighters, law enforcement and medical staff, with proof of affiliation, may take advantage of \$5 gate admission on this day. Rodeo tickets will also be available for \$5, with gate admission included.

Mondays-Thursdays

Loaf 'N Jug Discount Days

Celebrate the end of summer with this spectacular special. Pick up a discounted State Fair gate admission ticket for \$5 at any Loaf 'N Jug store. The ticket is good Monday through Thursday.

Monday, August 27 & September 3

Loaf 'N Jug Super Mondays

Buy-One-Get-One-Free gate admission and all-you-can-ride carnival wristbands. Coupons available at Southern Colorado Loaf 'N Jug stores.

Monday, August 27

CSU-Pueblo Pack-The-Fair Day

Colorado State University-Pueblo students can pick up a ticket to the Fair & Rodeo at the Activities Office, while supplies last, for this day. The evening promises to be better than any pep rally as the PRCA Ram Rodeo features CSU-Pueblo student athletes.

Tuesday, August 28

Pepsi Dollar Day presented by KOAA 5

Admission to the Fair, carnival rides, and rodeo tickets are all only \$1 each. If you've never seen a rodeo before, this is a great way to check out the original extreme sport. It's also Cowboys Kickin' Cancer night at the Rodeo so wear a shirt color that supports the cancer fight of your choice.

Wednesday, August 29

St. Mary-Corwin Senior Citizens' Day, Presented by The Pueblo Chieftain

Senior citizens 60 years of age or older receive free gate admission on this day. St. Mary-Corwin employees also can use their vouchers for \$2 off gate admission.

Thursday, August 30

Kaiser Permanente Member Appreciation Day

Present your Kaiser Permanente insurance card at the gate and receive \$2 off gate admission. One discount per card.

Anadarko Exhibitor Appreciation

Anadarko Oil & Petroleum is sponsoring a coupon to all 4-H exhibitors for an \$11 ride band. 4H students will receive the coupon in their packet.

Colorado Lottery 2nd-Chance Drawing for Ram Pickup

Daily at 5:30 p.m.

Final drawing Monday, September 3, at 3:30 p.m.

Loaf 'N Jug/Lottery Building

Colorado Lottery is teaming up with Loaf 'N Jug, the Colorado State Fair and Southern Colorado Ram Dealers to offer a chance to turn non-winning Lottery tickets into winners at the Fair. Players can submit non-winning tickets for a chance to win a Ram 1500 Ram pickup truck at participating Loaf 'N Jug retailers until Aug. 17 or at the State Fair Loaf 'N Jug Aug. 24 – Sept. 3.

Colorado State Fair Mega Ride Pass

Purchase an \$85 Mega Pass at Ticketmaster outlets or at the Colorado State Fair Box Office and receive free gate admission and an all-you-can-ride carnival pass good for all 11 days of the Fair!

The 2012 Colorado State Fair will mark the Fair's 140th year as Colorado's premier celebration of agriculture. The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the

year; \$29 million of that activity is driven by the annual State Fair event. In addition to showcasing Colorado agriculture, the annual event features one of the country's largest traveling carnivals, artwork, crafts, food competitions, thrilling rodeo action, a wide variety of food and merchandise booths and a Fiesta Day honoring Colorado's ties to the Hispanic culture.

The Colorado State Fair runs from August 24 – September 3, 2012. For more information, visit www.coloradostatefair.com.

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Editors: Don't forget to apply for media credentials at <http://www.coloradostatefair.com/p/News/182>