

# Kentucky Tourism, Arts and Heritage Cabinet Kentucky State Fair

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## 2018 Kentucky State Fair Continues Rich Tradition While Introducing New Experiences

**LOUISVILLE, Ky. (August 30, 2018)** — The Texas Roadhouse Free Concert Series and AgLand were just two exciting highlights of the 114th Kentucky State Fair.

“The Kentucky State Fair is a proud tradition for many individuals and families across the Commonwealth,” said David Beck, President and CEO of Kentucky Venues. “My first Fair leading Kentucky Venues was a special experience and I enjoyed speaking with guests from all over about their own Fair experiences and memories.”

“We want to preserve the Fair’s heritage, while also introducing innovative events, unique foods, and popular entertainment to enhance the experience for fairgoers,” said Beck.

The total number of fairgoers in 2018 was 614,470 during the Fair’s 11-day run, which is the second best year of attendance since 2009. That figure does not include children under five who can attend the Fair for free. The new free concert series, respectable weather, special discounts, unique exhibits and new experiences were strong incentives for guests to visit the Kentucky State Fair in 2018.

### Concerts

Eleven days of music. Over 25 bands. All free. The Texas Roadhouse Free Concert Series was the highlight for many guests. A variety of musical genres were represented including country, R&B, oldies, rock, and Christian. Nearly 100,000 people attended the new free concert series during the Fair.

### New Experiences

AgLand provided nearly two acres of interactive and educational opportunities related to Kentucky’s agriculture. Guests could experience agriculture firsthand from when the seed hits the soil to when dinner is served on the table.

Bluegrass Village offered unique opportunities for individuals and families to have fun prior to the free concert each night of the Fair. Options included cornhole, video games, a boxing ring, food trucks, a live DJ, as well as a bourbon and craft beer tent.

### State Fair Record

The Kentucky Farm Bureau Ham Breakfast set a record with the \$2.8M sale of a Kentucky Proud ham from Broadbent B & B Foods of Kuttawa, Kentucky.

### Championship Drive

The 1st Annual 4-H and FFA Championship Drive held during the Fair awarded \$91,000 to students from across Kentucky. Youth exhibitors received 60 percent of the purchase price, 30 percent was distributed to respective class winners, and 10 percent was divided equally among Kentucky 4-H and FFA.

### World’s Championship Horse Show

Held in conjunction with the Kentucky State Fair, the World’s Championship Horse Show is recognized as the most prestigious Saddlebred show in the world. Two thousand horses competed for Grand Champion titles and over \$1 million in prizes.

The 115th Kentucky State Fair will take place August 15-25, 2019.

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