



Kentucky Tourism, Arts and Heritage Cabinet Kentucky State Fair

FOR IMMEDIATE RELEASE

NOTE TO EDITORS: Please see the attachment
of participating Rally's® locations

Contact: Cody Patterson
502-367-5102

cody.patterson@kyvenues.com

Guests Can Enjoy Exclusive Food Experience and Secure Half-Price Parking for the Kentucky State Fair at Participating Rally's®

LOUISVILLE, Ky. (July 16, 2018) — As a young man coming out to the Kentucky State Fair, Joe Hertzman remembers visiting the animals, riding the Ferris wheel, and enjoying unique foods as his favorite experiences. He never imagined that years later he would be partnering with the Kentucky State Fair as a presenting sponsor.

Hertzman, who is the franchise owner of 34 Rally's® locations throughout Kentucky and Indiana, was excited to partner with the Kentucky State Fair this year as he reflects on his own Fair memories.

"With my father having once served as president of the Kentucky State Fair Board, my family has a long and meaningful history with the Fair," said Hertzman. "The Kentucky State Fair appeals to communities across our state and offers great fun, rides, prizes, food, and outstanding entertainment."

At participating Rally's® locations, fairgoers will receive a half-price parking coupon before the Fair and \$1 refills during the Fair by purchasing a State Fair Combo, which includes a double Rallyburger® with cheese, a large fry, and one limited edition Kentucky State Fair souvenir cup.

In addition, Rally's® is putting their own spin on the tradition of fun foods available at the Fair by offering an exclusive Funnel Cake Fries Burger, which consists of two large 100% beef hamburger patties, two slices of American cheese, topped with funnel cake fries, powdered sugar, and served on a glazed premium bun.

Guests can also purchase limited edition souvenir cups on the West Lawn next to the Budweiser tent at the Kentucky State Fair.

The half-price parking coupons and limited edition souvenir cups are available starting today through August 15 at 36 participating Rally's® locations in Kentucky and Southern Indiana while supplies last.

The 2018 Kentucky State Fair is Aug. 16-26 at the Kentucky Exposition Center. For more information, visit www.kystatefair.org or find the Fair on Facebook, Twitter, Instagram or its blog.

###



The [Kentucky State Fair](#) (KSF) is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend the nation's largest indoor fair, which covers 1.3 million square feet of contiguous exhibit space at the Kentucky Exposition Center. With its agricultural roots, KSF is a trade and public education exposition, a major entertainment venue and home to the World's Championship Horse Show. Attendees and exhibitors contribute over \$15.3 million annually in economic impact, and both events are owned and produced by Kentucky Venues.