



NEWS RELEASE

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For Immediate Release:

OCTOBER SIGNALLED THE BEGINNING OF THE FALL HORSE SHOW SEASON

The leaves have started to turn, and that signals a busy time at State Fair Park. The fall horse show season at State Fair Park has started and runs through the middle of December.

Thirty-seven years ago, a tradition began in Oklahoma City that celebrates the history and beauty of a truly stunning animal, the Morgan Horse. The 2011 Grand National and World Championship Morgan Horse Show was deemed successful with over 1,000 entries of the world's best Morgan horses competing from across the United States, Canada and overseas. The horses competed in over 250 classes for over \$250,000-plus in prize money, October 8 through 15. "This horse show is where the best of the best Morgans compete and World Champions are crowned. It was history in the making!" says show manager Fred Nava. Event organizers recently signed a five-year contract extension that will keep this show in Oklahoma City through 2017. The Morgan Horse Show drew over 53,000 spectators and participants, producing over \$12.4 million in direct spending into the economy of Oklahoma City.

Also occupying State Fair Park during the month of October was one of the largest arts & crafts events in the country - An Affair of the Heart, occupying seven exhibit buildings. Over 850 exhibitors and artisans, not only from Oklahoma, but from across the nation as well, took part in this fall classic. This event took place October 21, 22 and 23 and drew over 35,600 avid shoppers, resulting in direct spending of over \$3.8 million into the Oklahoma City economy.

All told, State Fair Park played host to eighteen events during the month of October. In addition to the ones mentioned above, others included the Oklahoma Oil and Gas Trade Expo, the Oklahoma City Gun Show, the Oklahoma City Computer Show and Super Sale, two Buchanan's Vintage Flea Markets, the Sears Consumer Electronic Sales Training, the OKCPD Robot Rodeo, the Annual RV Clearance Sale, two Gun, Knife & Outdoor Equipment Shows, a Motorcycle Swap Meet, the US Team Roping Championships, the Greater Oklahoma City Chamber SchmoorzaPalooza Party, a Super Liquidation Sale, the IABCA Sooner Fall Sieger Dog Show and the Woodcarving and Sculpting Show and Sale. In all, there were 288,752 people attending the 325 event days held at State Fair Park in October, generating over \$60.7 million in direct spending into the Oklahoma City economy.

For more information regarding the October events, or any upcoming months, please contact the Fair Park Office at (405) 948-6704. Find us on Facebook, follow us on Twitter, visit us at

www.okstatefairpark.com or read about us on www.fairslice.net – the official blog of State Fair Park. InFAIRmation, the official newsletter of the Oklahoma State Fair® and State Fair Park, is now available as a free on-line publication. Subscribe by visiting us at www.okstatefair.com and clicking on the “newsletter subscriber” link.

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