



# NEWS RELEASE

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## STATE FAIR OFFICIALS ANNOUNCE 2018 OKLAHOMA STATE FAIR THEME

**Oklahoma City** - The Oklahoma State Fair has selected OLD FASHIONED FUN, NEW FASHIONED FAIR as its theme for this year's big event, September 13 thru 23.

For more than 100 years, the Oklahoma State Fair has been an annual staple in the lives of many Oklahoma families. For 11 days in September, Fairgoers can expect the same great time they have come to know and love, while experiencing new attractions added every year. Fairgoers can certainly look forward to OLD FASHIONED FUN, at a NEW FASHIONED FAIR.

"Our desire is to provide an exceptional experience to every visitor of the Fair," said Timothy J. O'Toole, Oklahoma State Fair, Inc., president & CEO. "Every year, we work hard to cultivate a Fair that is new and evolving, while still steeped in the traditions that we know Oklahomans love."

This year's logo features a horseshoe, referencing the multitude of agriculture events Oklahomans compete in and Fairgoers enjoy spectating; and a pig – another Fair icon.

Special event announcements and general updates for the 2018 Oklahoma State Fair will be released as information becomes available. Tickets to the 2018 Oklahoma State Fair, including Disney On Ice, PRCA Xtreme Bulls, outside gate admission tickets and carnival armbands, go on sale Saturday, July 7 at 10 a.m. To stay up-to-date on all the Fair fun, visit [www.okstatefair.com](http://www.okstatefair.com), find us on [Facebook](#) or follow us on [Twitter](#) and [Instagram](#). And don't forget to share your Fair memories and stories with us using #okstatefair and #NewFashionedFair.