



NEWS RELEASE

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For Immediate Release:

State Fair Officials Announce 2024 Theme: LET'S GO AGAIN!

Oklahoma City – The Oklahoma State Fair announces LET'S GO AGAIN as the theme for this year's event, September 12 through 22.

Fairgoers can mark their calendars for the 2024 event which takes place Thursday, September 12 through Sunday, September 22. "What do you say when you've just had the time of your life? What do you say when one day just isn't enough? What do you say when you're remembering the best moments and long for that feeling once more? You say, LET'S GO AGAIN," says Scott Munz, Oklahoma State Fair, Inc. spokesperson. The 11-day spectacular will be filled with hundreds of individual events including concerts, competitions, shows, and more. Disney On Ice will return for 9 shows in the Jim Norick Arena. Foodies can also look forward to a plethora of new and inventive items to please their tastebuds.

"We work diligently each year to bring new and unique entertainment and experiences to the Fair," states Kirk Slaughter, Oklahoma State Fair, Inc. president & CEO. "Not only do we believe you should join us each and every year, but you need to join us more than just one day each year to see and do it all."

To accommodate fairgoers' ability to GO AGAIN (and again, and again), the Oklahoma State Fair will continue to offer discounts on tickets purchased before opening day as well as host several flash sales leading up to the event with opportunities for significant savings.

Special event announcements and general updates for the 2024 Oklahoma State Fair will be released as information becomes available. Important safety and security updates can be found [on our website](http://www.okstatefair.com). Please read carefully before purchasing. To stay up-to-date on all the Fair fun, visit www.okstatefair.com, find us on [Facebook](#), and follow us on [X](#) and [Instagram](#). And don't forget to share your Fair memories and stories with us using #OKStateFair and #LETSGOAGAIN

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