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## **Indiana State Fair draws 860,131 *Record attendance set on second Tuesday***

August 19, 2018 INDIANAPOLIS, IN – The 2018 Indiana State Fair, themed STEP RIGHT UP! to the Greatest 17 Days of Summer, drew 860,131 fairgoers over its 17-day run, August 3-19. The fair attracted a record number of fairgoers on its second \$2 Tuesday promotional day by bringing in more than 91,000 guests through its gates, making it the highest attended weekday in fair history. Perfect weather in the middle of the fair led to the second highest attended five-day stretch in fair history.

“The STEP RIGHT UP to the Greatest 17 Days of Summer theme provided a wonderful opportunity to highlight Indiana’s unique circus history and promote it to hundreds of thousands of Hoosiers,” says Cindy Hoyer, executive director of the Indiana State Fair Commission. “Despite several hot and rainy days, we once again delivered an incredible fair experience that delighted our guests.”

The addition of a free, custom-programmed Big Top Circus with world-renowned performers added tremendous value for fairgoers. The single ring circus, which seated 1,600 people, was offered three times a day and drew 80,000 fairgoers over the course of the fair.

The 2019 Indiana State Fair will be held August 2-18.

### **ABOUT THE INDIANA STATE FAIR**

The Indiana State Fair is the state’s largest multi-day event celebrating Hoosiers’ spirit and agricultural heritage. These 17 days celebrate Indiana agriculture and promote it to hundreds of thousands of people across Indiana, and beyond. Nationally recognized for offering great entertainment, showcasing youth, interactive agriculture education programs, premier facilities and a variety of unique, fun foods, the Indiana State Fair has been an annual attraction for generations of Hoosiers since 1852. The 2018 Indiana State Fair will be held August 3-19. The 2018 theme pays homage to Indiana’s rich circus heritage by offering a world-class Big Top Circus presented by Bee Window. The new family-friendly Big Top Circus is FREE with paid State Fair admission and features acrobats, clowns, jugglers and more! For more information, visit [www.indianastatefair.com](http://www.indianastatefair.com).

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