



**FOR IMMEDIATE RELEASE**

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## **Fairgoers to Celebrate the 2019 Indiana State Fair “Heroes in the Heartland” presented by Indiana Donor Network**

January 3, 2019, INDIANAPOLIS, IN – To pay tribute to the heroism of everyday Hoosiers, the Indiana State Fair announces that its 2019 theme is **HEROES IN THE HEARTLAND** presented by Indiana Donor Network. Throughout the 17-day event, slated for August 2 -18, the Indiana State Fair will salute Hoosier farmers, first responders, educators, members of the Armed Forces, and many others who keep us safe and make us proud. The Fair will celebrate our nurturers, protectors, guardians and guides. Additionally, each day during the fair, Super Heroes featured in box office movies will be highlighted.

“We’re proud to honor individuals whose exceptional commitment and caring enrich our lives,” said Cindy Hoye, executive director, Indiana State Fairgrounds & Event Center. “The Indiana State Fair is uniquely positioned to offer connections and experiences that recognize and celebrate our state’s Heroes in the Heartland.”

Kellie Hanner, Indiana Donor Network president and chief executive officer, stated, “Indiana Donor Network is excited to present the 2019 Indiana State Fair theme, ‘Heroes in the Heartland,’ which is so appropriate for our cause. Each day, we honor our donor heroes and their families, the professionals that make donation happen, our volunteers and advocates, and the 115,000 men, women and children who are currently waiting for a lifesaving organ transplant. This year’s fair will help us shed more light on the important issue of donation and inspire more Hoosiers to be someone’s hero and register as organ, tissue and eye donors.”

As part of the fair’s theme activation, Hoosiers are encouraged to visit [www.indianastatefair.com](http://www.indianastatefair.com) to honor their personal heroes. The State Fair will include these stories in their 2019 Fair campaign, “Who’s Your Hero?” For more information, view the fair’s theme announcement video here:

[https://youtu.be/8cx\\_rBK-t8A](https://youtu.be/8cx_rBK-t8A)

Advanced discount tickets are now on sale online and at the Indiana Farmers Coliseum box office. Stay tuned for more exciting announcements, including the Free Stage concert line up, all leading up to opening day on Friday, August 2, when you can enjoy the annual Indiana State Fair. For additional updates, follow the Indiana State Fair on Facebook, Twitter and Instagram.

**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 2019 Indiana State Fair, August 2-18 and its theme, HEROES IN THE HEARTLAND presented by Indiana Donor Network, pays homage to those who keep us safe and make us proud. For information, visit [www.indianastatefair.com](http://www.indianastatefair.com).

**About Indiana Donor Network:** As a leading organ recovery organization, Indiana Donor Network is committed to saving lives through organ, eye and tissue donation and transplantation. Our team of over 150 dedicated professionals is a vital link between donors and their families and the 115,000 men, women and children currently awaiting a life-saving organ transplant. We champion the cause through education, support donor families in their time of need and work closely with Indiana hospitals, coroners and funeral directors to coordinate the donation process. For more information or to register your decision to donate, please visit [www.IndianaDonorNetwork.org](http://www.IndianaDonorNetwork.org).

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