



**FOR IMMEDIATE RELEASE**

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## **What's New at the 2011 Tennessee Valley Fair**

*Tennessee Valley Fair Debuts New Exhibits, Attractions and Contests*

Knoxville, Tenn. (July 27, 2011) – It's almost time to *Let Go* at the Tennessee Valley Fair! Celebrating its 92<sup>nd</sup> year in 2011, the Fair is gearing up to debut a variety of unique new attractions, contests and exhibits for East Tennesseans to enjoy. Be sure to check out all that is new in 2011:

### **Thank-A-Farmer Magic Show**

Learn more about the important role agriculture plays in our everyday lives through this fun and interactive magic show. Designed to be entertaining and educational, this new addition to the Fair is suitable for children and adults alike. Daily show times available throughout all 10 days of the Fair. Visit [tnvalleyfair.org](http://tnvalleyfair.org) for show time information.

### **Reel-It-In Competition**

Presented by Bass Pro Shops, Pro Fisherman Sonny Lee and Joe Lee will host our first annual *Reel-It-In* competition on Saturday, September 10. Love to fish? Can you cast with the best of 'em? Sign-up to participate in this exciting new contest. Open to all ages. Sonny and Joe will also provide fishing tip and technique seminars in the Jacob Building on Monday, September 12 and Tuesday, September 13.

### **Lego Model & Build Competition**

What can you create with Legos? Compete individually or gather your best team of Lego builders for this innovative new day of contest on Saturday, September 17. Each individual or team will have one hour to put their creativity to the test. Arrive early - only the top 15 individuals and teams who show up will be eligible to participate. Ages preschool through adult welcome. Trophies will be awarded to the top 3 individuals and teams.

Prefer to take your time? Enter our Lego Model Competition. Open to all ages: individual or team build with a \$5.00 entry fee. Models will be judged privately prior to the Fair. Winning creations will be on display throughout all 10 days of the Fair.

### **Tennessee Homebrew Competition**

The Tennessee Valley Homebrewers Association is proud to present our first annual Homebrew Competition at the Fair. This contest is open to all Tennessee residents, 21 years of age or older. Enter your homebrewed beer from July 30, 2011 – August 27, 2011 at [www.knoxhomebrewer.com](http://www.knoxhomebrewer.com). Beers will be judged privately prior to the Fair. This contest will also feature two live homebrew demonstrations, dates and times to be announced in August.



### **Novelty Cakes Culinary Arts Competition**

Do your decorated cakes have that “wow” factor? Compete in 1 of 3 divisions: youth, general or professional and show us your skills! For the purpose of this competition, a professional is defined as one who engages in part-time or full-time cake work on any level other than to pay for the cost of the hobby. Cakes will be judged on Friday, September 16 and the winning creations will be on display through the duration of the Fair. Registration deadline is August 18.

### **Monterey Mushrooms Culinary Arts Competition**

Presented by Monterey Mushrooms, this exciting new culinary competition pays \$650.00 to the first prize main or side dish. Recipes must be homemade and contain at least 8 ounces of Monterey Mushrooms. Judging will occur on Wednesday, September 14 at 6:00 PM in the Jacob Building. Registration deadline is August 18.

### **Food City Legacy Brands Culinary Arts Competition**

Food City is proud to present this new contest in celebration of their iconic Legacy Brands. Create a delicious homemade appetizer or entrée using 8 ounces of Lays Classic Meats for a shot to win first prize and \$150.00. Judging will occur on Tuesday, September 13 at 6:00 PM in the Jacob Building. Registration deadline is August 18.

### **Trash To Treasure**

Use something useless to make something useful. Create art, jewelry, toys...whatever strikes your fancy. Adults and youth can compete in 8 unique categories. All treasures will be judged privately prior to the Fair. Winning selections will be on display throughout all 10 days of the Fair. Registration deadline is August 18.

In order to help streamline the entry process, the Fair has posted all contest information online at:

<http://www.tnvalleyfair.org/contests.php> Contest descriptions, rules, deadlines and entry forms can be downloaded for all available contests. Potential competitors can still receive printed information and entry forms through the mail by calling the Fair's entry department at 865-215-1480.

The 92<sup>nd</sup> annual Tennessee Valley Fair is September 9-18, 2011.

### **About the Tennessee Valley Fair**

The 92<sup>nd</sup> annual Tennessee Valley Fair is one of the state's largest multi-day events attracting nearly 140,000 people each year. The Fair begins the Friday after Labor Day, September 9-18, as it invites you to “Let Go” this fall. Known for its innovative exhibits, livestock shows, concert series, action sports, exciting rides and a variety of unique fun foods, the Tennessee Valley Fair offers tremendous family entertainment for a gate admission of only \$9 for adults and \$6 for children. Kids ages 5 and younger are free. The Fair is also proud to present nightly fireworks sponsored by the Tennessee Lottery. For more information, please visit [www.tnvalleyfair.org](http://www.tnvalleyfair.org) or call (865) 215-1470.