



**FOR IMMEDIATE RELEASE**

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## **Discount Days at the Tennessee Valley Fair**

*Fair offers wide variety of discounts to accommodate virtually any budget*

Knoxville, Tenn. (August 24, 2011) – East Tennesseans on a budget don't have to miss out on all the fun, excitement and entertainment at the 2011 Tennessee Valley Fair. The Fair is offering a variety of daily discounts during the Fair, which runs September 9-18:

### **\$1 Opening Day Special - Friday, September 9, 2011**

In celebration of our 92<sup>nd</sup> year, Fairgoers can enter the Fairgrounds on Friday, September 9 during the first 92 minutes of the Fair for only \$1.00 per person. Discount begins at 3:00 p.m. and ends promptly at 4:32 p.m.

### **Metro Pulse Day - Friday, September 9, 2011**

\$2.00 discount on adult admission with coupon from Metro Pulse. Coupon available in September 1 and 8 issues.

### **Tailgating at the Fair - Saturday, September 10, 2011**

Wear Tennessee or Cincinnati team colors and get \$2 off each adult admission.

### **Paint the Fair Pink Day - Saturday, September 10, 2011**

In partnership with the Knoxville Affiliate of Susan G. Komen for the Cure, wear pink and get \$2.00 off each adult admission.

### **Hometown Heroes Day - Sunday, September 11, 2011**

Current and past military, police officers, deputy sheriffs, firefighters, first responders and teachers receive \$1.00 admission all day with proper identification.

### **Tennessee Valley Fair Student Day - Sunday, September 11, 2011**

Students 12-18 years old receive \$2.00 off adult admission. Students 6-11 years old receive \$1.00 off child admission.

### **Fox 43 Student Day - Monday, September 12, 2011**

All students (Kindergarten – 12<sup>th</sup> Grade) receive FREE admission from 10:00 a.m. until 6:00 p.m.

### **Mercy Health Partners Senior Day - Tuesday, September 13, 2011**

Seniors (65 and older) receive FREE admission all day. Features entertainment, activities and contests especially for seniors in the Pepsi Community Tent. Call 215-1471 for a free brochure.



**Tennessee Education Lottery Day - Wednesday, September 14, 2011**

\$2.00 off adult admission with any non-winning Tennessee Lottery ticket.

**Knoxville News Sentinel Reader Appreciation Day - Thursday, September 15, 2011**

\$2.00 discount on adult admission with coupon from the Knoxville News Sentinel. Coupon available in September 9, 11, 12, 14 and 15 issues.

**Tailgating at the Fair - Saturday, September 17, 2011**

Wear Tennessee or Florida team colors and get \$2.00 off each adult admission.

**Scout Day - Saturday, September 17, 2011**

\$3.00 admission for all Girl & Boy Scouts. One adult/chaperon admission price is discounted to \$3.00 with purchase of two Scouts tickets. Come enjoy activities just for Scouts and earn a special Patch.

From now until September 2, the Fair is also offering admission tickets and unlimited ride wristbands at a discount:

- **Adult Admission Ticket** (\$7.00) – Regularly \$9.00.
- **Child Admission Ticket** (\$5.00) – Regularly \$6.00.
- **Family Fun Pak** (\$25.00) - Includes two (2) adult admission tickets, two (2) child admission tickets and parking. Regularly \$35.00.
- **Fair Fun Pak** (\$30.00) - Includes four (4) adult admission tickets and parking. Regularly \$41.00.
- **Pay-One-Price Ride Wristband**  
(\$14.00) Opening Day Special / September 9, 2011 Only. Regularly \$25.00.  
(\$16.00) Monday - Thursday Special. Regularly \$20.00.  
(\$21.00) Weekend Special. Regularly \$25.00.
- **\$5 Fair Admission Special** - Buy a reserved seat to any headline concert at Homer Hamilton Theatre before September 2 and get a Fair admission ticket for only \$5.00, a savings of \$4.00!

Sale prices are good until Friday, September 2. To purchase tickets, visit [www.tnvalleyfair.org](http://www.tnvalleyfair.org) or call 865-215-1482.

**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 adult admission of only \$9, \$7 in advance (kids 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.

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