



FOR IMMEDIATE RELEASE

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53rd Annual Fairest of the Fair Pageant Details Announced

Fair seeks young ladies 10-21 years old for annual pageants

Knoxville, Tenn. (August 18, 2011) - This September, the Tennessee Valley Fair will crown three of East Tennessee's loveliest ladies as Fairest of the Fair, Junior Fairest of the Fair, and Fair Princess. All three pageants will be held at the Fairgrounds on Saturday, September 10 beginning at 7:00 p.m.

The Fairest of the Fair pageant is one of the most anticipated events at the Fair each year. For over 50 years, contestants have vied for the title and the opportunity to represent the Fair. Open to ladies 16 to 21 years of age, the winner will serve as official hostess of the Tennessee Valley Fair until September 2012. She will also win a valuable prize package which includes a \$500.00 scholarship, a \$300.00 cash prize, a crown, a \$100.00 photography package from Reflections & Images and a free trip to Nashville to represent the Fair at the state competition in 2012.

Especially for young ladies 13 to 15 years old, the Junior Fairest of the Fair Pageant will also be held on Saturday, September 10 at 7:00 p.m. The winner will assist the Fairest of the Fair as official hostess and representative. This pageant presents a wonderful opportunity for young ladies to hone their leadership skills and serve as a mentor for younger children in East Tennessee throughout the upcoming year. The junior pageant winner will receive a \$300 savings bond, a \$200 cash prize, a crown and a \$100 photography package from Reflections & Images.

The 2011 Princess Pageant will take place in the Pepsi Community tent at 7:00 PM on the 10th. This pageant allows young ladies, ages 10-12, to develop poise and confidence as they compete for a chance to win a prize package including a \$200.00 savings bond, a \$150 cash prize, a crown and a \$100.00 photography package courtesy of Reflections and Images.

There is a \$25.00 fee to enter any pageant. Contestants are judged on their appearance, poise, personality and interview skills. For additional information and entry forms, please visit www.tnvalleyfair.org or call 865-215-1480. Entry deadline is Thursday, September 1, 2011. The 92nd annual Tennessee Valley Fair is September 9-18, 2011.

About the Tennessee Valley Fair

The 92nd 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 or call (865) 215-1470.

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