



FOR IMMEDIATE RELEASE

Contact: Sarah Thompson

(865) 215-1473

sarah@tnvalleyfair.org

Hair at the Fair 2011

Proceeds to benefit East Tennessee Children's Hospital

Knoxville, Tenn. (August 31, 2011) – The Tennessee Valley Fair invites East Tennesseans to come out to the Fair this year...and get a haircut.

The Fair has once again teamed up with Great Clips Salons for our popular *Hair at the Fair* fundraising event, benefiting East Tennessee Children's Hospital. Available during both weekends of the Fair, September 9-11 and September 16-18, fairgoers can visit the Jacob Building and receive a free, quality haircut. Donations for East Tennessee Children's Hospital are requested in lieu of payment. No appointment is necessary.

Great Clips, Inc. is North America's largest and fastest growing hair salon brand with over 3,000 stores nationwide. Established in 1982, Great Clips has perfected a system for delivering competitively priced, high quality haircuts to men, women and children. During this six day fundraising event, stylists from Great Clips salons throughout East Tennessee will generously donate their time and skills to raise much needed funds for this great cause. Last year's *Hair at the Fair* raised more than \$3,000.00 for East Tennessee Children's Hospital.

For more information about the 2011 Tennessee Valley Fair, which runs September 9-18, please visit www.tnvalleyfair.org or call (865) 215-1470.

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 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 or call (865) 215-1470.

###