



FOR IMMEDIATE RELEASE

Contact: Sarah Thompson

(865) 215-1473

sarah@tnvalleyfair.org

Fair Supports HonorAir with Hometown Heroes Day

All Proceeds from James Rogers Concert Benefit HonorAir Knoxville

Knoxville, Tenn. (September 1, 2011) – The Tennessee Valley Fair is pleased to announce that all the proceeds from the patriotic themed James Rogers concert on Sunday, September 11 will benefit HonorAir Knoxville. The concert is a special event being held during the Fair's Hometown Heroes Day.

"Hometown Heroes Day is our way of celebrating East Tennessee's everyday heroes and gives us an opportunity to thank them for their service to our community." said Scott Suchomski, Executive Director.

HonorAir Knoxville is presented by Prestige Cleaners and sponsored by Covenant Health. HonorAir Knoxville's goal is to fly as many East Tennessee World War II and Korean War veterans as possible to Washington D.C. to see the memorials built in their honor. To learn more about HonorAir, please visit: <http://www.honorairknoxville.com/>

The Tennessee Valley Fair invites all East Tennesseans to participate in Hometown Heroes Day activities:

Hometown Heroes \$1 Special – Current and past military, police officers, deputy sheriffs, firefighters, first responders and teachers are invited to enjoy the Fair on September 11 for only \$1.00. Heroes are asked to show proper identification to receive discounted admission.

James Rogers Concert – Enjoy the patriotic sounds of Smoky Mountain Singer Songwriter, James Rogers at 8 PM. Since 1972, Rogers has dazzled East Tennesseans with his one of a kind style and the Fair is pleased to welcome him back on Hometown Heroes Day. Reserved seats are \$5 and can be purchased on the Fair's website, <http://www.tnvalleyfair.org> Fairgoers are encouraged to arrive at Homer Hamilton theatre at 6:30 p.m. for patriotic festivities including a 9/11 remembrance, live local music by PJ Vann, and a fly over by the National Guard.

Lawn Mower Racing - Ready! Set! Mow! Join the world's fastest lawn mower racers as they combine NASCAR thrills, and sod-slinging action at the Hometown Heroes Lawn Mower Race on Sunday, September 11 at 2:00 p.m. Come see our Hometown Heroes battle it out on the track at speeds up to 60 mph! **Calling All Heroes!** If you wish to participate in the 2011 Hometown Heroes Lawn Mower Race, please contact Sarah at 215-1473. Hurry, there are only 10 spots available. 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.