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Fair Reading Program Supports Local Libraries *Tennessee Valley Fair Provides Reading Program to Area Libraries*

Knoxville, Tenn. (July 25, 2011) – Beginning in early June, children of all ages filled area libraries to learn about farm life and all the fun things that can be found at the Tennessee Valley Fair. Hosted by Jasper, the Fair’s rooster mascot, and the 2010 Fairest of the Fair, Tessa Jones, participating children engaged in a variety of fun and educational activities focusing on agriculture.

The Tennessee Valley Fair Summer Reading Program began in 2003 by supporting local libraries facing budget cuts. In 2008, the Fair began providing local reading programs throughout East Tennessee to promote agriculture education.

In 2010, the Fair participated in 25 public library’s Summer Reading programs in counties across East Tennessee including: Anderson, Blount, Knox, Grainger, Loudon, Morgan, Monroe, Roane and Sevier. Over the summer, hundreds of area children have enjoyed learning more about agriculture through interactive storytelling, farm themed games and dancing with Jasper to his favorite song, *the Chicken Dance*.

“It is our mission to contribute to the education and growth of East Tennessee’s youth through this interactive program.” said Paige Alcorn, Marketing Coordinator. “We’re excited to watch the program grow every year.”

The Tennessee Valley Fair would like to thank the hundreds of families who participated in the 2011 Summer Reading Program.

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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