



FOR IMMEDIATE RELEASE

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Enjoy the Tennessee Valley Fair on a Budget

Limited Time Remains to Buy Discounted Admission Tickets

Knoxville, TN (August 2, 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. From now until September 2, the Fair is offering admission tickets and unlimited ride wristbands at a discounted price:

- **Adult Admission Ticket** (\$7.00) – Regularly \$9.
- **Child Admission Ticket** (\$5.00) – Regularly \$6.
- **Family Fun Pak** (\$25.00) - Includes two (2) adult admission tickets, two (2) child admission tickets and parking. Regularly \$35.
- **Fair Fun Pak** (\$30.00) - Includes four (4) adult admission tickets and parking. Regularly \$41.
- **Pay-One-Price Ride Wristband**
(\$14.00) Opening Day Special / September 9, 2011 Only. Regularly \$25.
(\$16.00) Monday - Thursday Special. Regularly \$20.
(\$21.00) Weekend Special. Regularly \$25.

Tickets are also on sale for each of the Fair's nine headline concerts. Known for offering a diverse mix of music from the biggest stars in country, rock, pop and R&B, the Fair's 2011 line-up has something for everyone: Boyz II Men, .38 Special, Thompson Square, Jerrod Niemann, Sister Hazel and more. Concert ticket prices range from \$5.00 to \$15.00, continuing the Fair's tradition of offering tremendous family entertainment to East Tennesseans at a great price.

\$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 or call 865-215-1482.

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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