



FOR IMMEDIATE RELEASE

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Fair Celebrates Seniors with Special Day

Senior Citizens Day at the Fair Scheduled for Tuesday, September 13, 2011

Knoxville, Tenn. (August 25, 2011) – It's almost time to *Let Go* at the 2011 Tennessee Valley Fair! Celebrating 92 years of tradition, the Fair is a place where guests of every age and from every walk of life come together to share stories of Fairs gone by while creating new memories to share in the years to come. The Fair offers something for everyone from agriculture to culinary creations and oodles of events, activities and attractions for Fairgoers who are young or young at heart.

On Tuesday, September 13, the Fair will host Senior Citizens' Day presented by Mercy Health Partners beginning at 10:00 a.m. Admission for Senior Day is FREE for seniors 65 and older and features activities, contests and entertainment throughout the day. The Fair estimates that over 3,000 senior citizens from across East Tennessee benefit from this program each year.

“The overall goal for Senior Day is to improve the well being of seniors in our community by providing informational resources, recognition awards, and entertainment,” said Scott Suchomski, Executive Director. “It is in the best interest of our community to do all we can to keep seniors healthy, happy, productive, and involved.”

Senior Citizens' Day at the Fair will provide free health checks and information on community services, area senior centers, home health care, volunteer opportunities, senior nutrition, senior housing, and much more.

The Fair will also offer contests and cash prizes during Senior Day. Recognition will be awarded to the Couple Married the Longest, Largest Group, Oldest Man, Oldest Woman, and the Couple Traveling the Farthest. Attendees will also get a chance to meet East Tennessee's own Barney Fife, enjoy live bluegrass music and participate in interactive games like “Win It In A Minute” and “Seniors Have Talent.”

To request a Senior Day brochure, call 865-215-1471 or email fair@tnvalleyfair.org.

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.

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