

# MEDIA RELEASE

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## Friday Fair Update

2016 has been a great year for the Western Montana Fair. Leading up to the event, carnival pre-sale tickets were available at several locations across Missoula, offering discounts for advanced purchases. This not only reduced wait times in the Fair Office, but resulted in more than \$70,000 in sales. The grounds have been buzzing during the daily free gate admission time of 11 a.m. to 1 p.m. Even with this high attendance, more than 300 gate tickets have been sold over last year. In addition, Wednesday's concession sales were up \$20,000 than the Wednesday of Fair Week in 2015.

All those who bike to the Fairgrounds on Friday will receive free gate admission. Several events continue today, including the petting zoo, pony rides, culinary demonstrations, 4-H showmanship, AKC Diving Dogs and Battle of the Bands. The Missoula Stampede PRCA RAM Rodeo will kick off at 7 p.m. Attendees can then stay for a performance from country music performer, Shane Clouse & Stomping Ground.

This year's Western Montana Fair brought exciting new changes to exhibit spaces and new acts like Battle of the Bands, AKC Diving Dogs and many others. Despite hard work and enthusiasm for the first Brewfest, time ran short and staff were unable to get all the arrangements in place. The formation of the Western Montana Fair Event Committee will provide event support that will bring fair goers their first Brewfest during the 2017 Western Montana Fair.

This weekend brings more entertainment with the final rounds of Battle of the Bands, rodeo royalty coronation ceremonies and performances from Nashville recording artist Cale Moon. The Missoula Stampede PRCA RAM Rodeo will compete again Saturday night at 7 p.m. A crowd favorite, The Strength Team follows at 9 p.m.

Sunday is KECI Family Day where all receive free gate admission to enjoy the last day of the fair. Free pony rides will be offered from 11 a.m. to 6 p.m. The Strength Team will hold an additional performance at 12:30 p.m. Additionally, the Demolition Derby will start at 4:30 p.m. Tickets are available at the Fair Office and are selling quickly.

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*The Fair offers the best of an 11 county region in agriculture, education, history, and family entertainment while showcasing new technology and science. This six day event features 4-H exhibits and livestock, carnival rides, night shows, free daily entertainment, commercial displays, great food vendors, a demolition derby, professional bull riding and the Missoula Stampede PRCA Rodeo. Fine arts, photography, home arts and culinary displays can be found throughout the fairgrounds. The Western Montana Fair brings more than 60,000 participants and food concessionaires contribute their proceeds to more than 115 non-profits.*