



**Midland County Fair**  
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Midland County Fair

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## PRESS RELEASE

For Immediate Release

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## It's Fair Time

### 9<sup>th</sup> Annual MIDLAND COUNTY FAIR AUGUST 23-26, 2018 **Roasted Hatch Chiles Anyone!**

*Midland, Texas*—**The Award-Winning Midland County Fair Presented by All American Chevrolet of Midland** returns next week to the Midland County Horseshoe – Arena - Pavilion - Amphitheater, 2514 Arena Trail, Midland, Texas - Thursday, August 23 through Sunday, August 26, 2018.

All your favorite attractions are at the fair...animals, concerts, food & fun but this year...the Fair is offering something very special. The **Midland Downtown Farmers Market** will relocate to the Fair (Horseshoe Pavilion). Brought to you by Market Street...the Farmers Market will move **for one weekend** only to the Fair.

"We are fortunate to have partners like Market Street who are making this possible." - Tammy Dooley, Midland County Fair Executive Director announced. "Not only can you shop the farmers market, purchase roasted Hatch Chiles and shop other fair vendors but the fair will offer a check-out-stand that will store your purchases for you until you exit the fair grounds." Market Street will be on hand roasting Hatch Chiles over the 4 days.

The mission of the Midland Downtown Farmers Market is to create a sense of community as well as promote local businesses, artisans, and producers. "A Perfect fit to partner with the "traditional family fair" atmosphere fairgoers enjoy at the Midland County fair." MCF Director and Creative Art Chair, Paula Morrison.

Farmer's Market vendors make, create, or raise what they sell, and all are your neighbors. They will offer variety of goods and services including, but not limited to, sustainably grown produce, local honey, locally raised meats, handmade body care products, baked goods, handmade jewelry, all-natural doggy treats, needlework products, pickles, fair trade organic coffee, and so much more.

"The Educational Sessions are also something you will not want to miss." Lucy Geib – Master Gardeners Steering Committee Chair. This year, on hand, the Fair is welcoming famed Water Resource Associate for the Texas A&M AgriLife Extension Service - Billy Kniffen. He has served as a Water Resource Specialist and county agent for Extension for 30 years. His efforts have been directed towards rainwater harvesting and watershed stewardship. He has conducted programs, workshops and installed demonstration rainwater collection systems across Texas and the United States and provides educational support internationally. He co-authored the "Rainwater Harvesting: System Planning" manual used in training rainwater professionals and the technical trainings provided by ARCSA nationwide.

Information on Billy Kniffen:

John Geib  
johngeib@swbell.net  
210-827-7167  
Permian Basin Master Gardener

Celebrating its 9th year, this traditional family fair will include all fair-goers' favorites including: The Carnival, Chase Quine Memorial Bull Ride, Laser Light Show, Cowboy Mounted Shooting, barrel racing, team roping event\*, tractor pull, creative art blue-ribbon competitions, lamb & goat show\*, Little Miss Midland County Fair Pageant, Charro "Rodeo" Extravaganza, shopping and food vendors, petting zoo, a kids zone that includes the buckaroo boot camp, dinosaur dig, and Jr. Master Gardeners interactive exhibit. Plus, 3 stages of live entertainment all for just \$5.00 admission.

"With over 16,000 in attendance expected over the four days the Midland County Fair has become its own family tradition. It is definitely the Showcase Event for the Horseshoe Venue" Dooley said.

The fair will open 5pm on Thursday, 5pm on Friday, 10am Saturday. Closing at 11:45pm each night. Sunday hours are 12pm – 8pm. For more information and a full schedule of events for the fair, visit [www.midlandcofair.com](http://www.midlandcofair.com). \*Pre-Fair Event Aug. 18 & 19

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**Midland County Fair Inc.** was incorporated in August 2010 and is a 501(C)4 nonprofit organization.

The **Midland County Horseshoe Arena, Pavilion & Amphitheater** serve as the host venue for the fair. The Horseshoe event center is ideal due to its multi-purpose performance venues and airconditioned spaces — the Main Arena, Pavilion, Amphitheater, Education Building, Live Stock Building, Outdoor Arena and Livestock Barn are all utilized during the 4-day event including the ample FREE parking areas on the venue grounds.

The Mission of the **MCF** is produce a traditional, annual, family fair showcasing the agricultural, educational and entertainment in the West Texas Region. The Fair will develop and emphasize the educational connection between agricultural and the community while showcasing talents, skills and aspirations of our youth and community. The fair will benefit participating area youth and community organizations through contributions, scholarship opportunities and Blue Ribbons will be awarded in the spirit of competition.

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