



FOR IMMEDIATE RELEASE

August 16, 2023

Media Contact: Kimberly Jacobsen

503-428-0930

media@oregonstatefair.org

## The Countdown is on for Oregon's Biggest Party!

*The Oregon State Fair, August 25 - September 4*

[SALEM, OR] The countdown is on for the 157th [Oregon State Fair](#), happening August 25 through Labor Day, September 4.

"Get ready to indulge in the perfect blend of thrills, tastes, and traditions with a celebration that truly embodies the spirit of Oregon," said Kimberly Jacobsen, Oregon State Fair Spokesperson. "Our team has worked tirelessly all year round to create a playground where modern entertainment and classic tradition come together to create cherished memories for visitors of all ages."

### Umpqua Bank Concert Series

The [Umpqua Bank Concert Series](#) features an all-star musical lineup, including:

- **August 25:** platinum-selling rock gods, [Bush](#)
- **August 26:** Grammy award winning folk-pop rock artist, [Colbie Caillat](#)
- **August 28:** chart-topping country star, [Justin Moore](#)
- **August 29:** America's favorite band, [The Beach Boys](#)
- **August 30:** best-selling Christian rock band, [Skillet](#)
- **August 31:** Sirius XM Presents [I Love the 90's](#) with Vanilla Ice, Rob Base, Color Me Badd, Tone Loc, and Young MC
- **September 1:** alternative rock renegades, [X Ambassadors with special guest, Oregon indie rockers, Typhoon](#)
- **September 2:** sassy spitfire alternative-country darling, [Elle King](#)
- **September 4:** multi-platinum Grand Ole Opry member, [Chris Janson](#)

The Oregon State Fair is proud to now offer American Sign Language interpretation at all L.B. Day Amphitheatre concerts.

#### **Concert ticket information:**

Official Oregon State Fair Concert tickets exclusively available at [oregonstatefair.org](#) via FunCard, with **NO service fees**. **Beware of unauthorized ticket sites selling invalid tickets that cannot be honored by the Oregon State Fair.**

**Reserved tickets:** starting at \$50, include free Fair admission

**VIPPlus Suite Seats tickets:** \$125, includes free Fair admission, souvenir lanyard, priority entrance, special food service, VIP beverage bar access, and premium center seat.



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**Free Seats:** Limited selection of free seats available per show with paid Fair admission, first-come, first served, while available.

**Showtimes:** Doors open at 6:30 p.m., shows at 7:30 p.m., except Chris Janson (doors 3:30 p.m., show 4:30 p.m.).

### Party at the Pavilion

The Oregon State Fair is bringing back some fair-time favorites with a new twist. [Pavilion doors open at 1:00 p.m., events start at 2:00 p.m.](#) and are free with your Fair admission, while space lasts. [The \\$10 Xfinity Fast Pass](#) offers early access to the Pavilion and guaranteed seating.

- **August 26:** [Hell on Hooves Summer Showdown Finale Rodeo](#)  
Cowboys and cowgirls from the Hell On Hooves Summer Showdown Tour, spanning the county fairs in Oregon and Washington, will compete for the finale title of Hell On Hooves Summer Showdown Champion.
- **August 27:** [Jaripeo Espectacular](#)  
Enjoy top level bull riders from all over Oregon, live traditional jaripeo music with Banda la imperiosa, dancing horses, and more during this ultimate family fun event.
- **September 2:** [Motor Mania](#)  
High-octane enthusiasts can feel the rumble and smell the smoke with outrageous monster trucks doing crazy stunts.
- **September 3:** [Motor Mania](#)
- **September 4:** [Demolition Derby](#)  
Watch VIP Small Car drivers battle in the arena, twisting metal and creating carnage.

### Carnival Rides and Games

The Oregon State Fair presents 50 fun-filled rides plus exciting carnival games by Portland's [Rainier Amusements](#), featuring options for Adults, Kids, and Families. **New attractions, include Dumbo, Insomniac, Mad Birds, Medusa, Mini Ferris Wheel, Pirate Ship, Route 66, Wacky Worm, and Dreamland Fun House.** Some of the most anticipated rides for the 2023 fair are the Arctic Blast Coaster, Wave Swinger, Medusa, Pirate Ship, and Flying Elephants.

**New this year!** Beat the weekend rush and save \$10 on a Carnival Wristband - good for unlimited [carnival rides](#), three games, and a medium drink from carnival concessions.



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**Pre-Fair savings on Carnival Rides and Games:**

**Weekdays Wristband:** \$45 (Fair price - \$60)

**Weekend Wristband:** \$55 (Fair price - \$70)

**125 Ticket Pack:** \$50 (on-site price - 120 ticket pack \$50)

**Carnival tickets:** can be purchased on the Fair website through Thursday, August 24, with no service fees. When the Fair begins, carnival tickets are only available on-site.

**New and Not to Miss**

**Sunny the Sunflower:** The Oregon State Fair is excited to introduce Sunny the Sunflower as its new Fair mascot. Sunny will be popping up around the Fair. Download Sunny's [coloring page](#) and stop by Creative Living to see the set model used for Sunny's super cool [stop motion video!](#)

**American Idol and KATU to bring Idol auditions to the Fair:** Aspiring singers will showcase their talents at the "Oregon State Fair Idol" competition, a virtual VIP Executive Producer Audition with *American Idol!* The top 40 performers have been selected and will compete on Saturday August 26, at 11:00 a.m. on the Spirit of Oregon Stage. All acts will be video recorded, and the People's Choice Audition Award winner, chosen by Fairgoers, will be submitted to *American Idol* for a virtual VIP Executive Producer Audition!

**Flying Fools:** Experience the excitement of the Flying Fools, diving from heights up to 80 feet into water. The show offers solo, duo, and group dives from 10, 20, and 30 feet, featuring a blend of skills, comedy, and synchronized performances for all ages.

**Canine Stars:** showcased in America's Got Talent's 2021 season, Canine Stars presents a top-tier team of dog trainers and their adopted rescue canines, performing air and water stunts, frisbee freestyle, agility, flyball racing, and more extreme dog sports, aiming to globally inspire rescue and adoption.

**Master Illusionist Sean Watson:** Witness the enchanting magic of Sean Watson and Chanelle Munroe at the fair! Prepare to be amazed as they perform mind-bending illusions and captivating sleight of hand. Their chemistry and humor will leave you mesmerized. Don't miss this unforgettable magical experience, great for the whole family!

**Circus Imagination & Clown College:** a spontaneous children's circus that takes kids out of the audience and turns them into instant star performers! All children are encouraged to be confident, active, and to use their imaginations with interactive play.



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**Barnyard Petting Farm / Animal races:** You won't want to miss this fun and interactive show where barnyard animals race for their favorite treat! Get ready to sing along to your favorite songs, cheer for your favorite animal and laugh at crazy animal antics!

All Attractions are FREE with paid Fair Admission. Check the [Fair website](#) for times and locations.

### **Foodies Paradise**

Satisfy your cravings with a tasty selection of traditional Fair food and some surprising gourmet treats by local vendors and culinary masters.

**Food Trucks:** Nestled in our serene Homegrown Oregon area within the picturesque Green Acres Landscape Plaza, eight food trucks await. This year's lineup includes Adams' Rib, Bo & Vine, The Chicken Shack, The Dawg House, Geppetto's Italian Restaurant, along with exciting new additions: [Indian Tacos from The Red Food Truck](#), [Gyros from Greek Gods Gyro](#), and [charcuterie boards by Pacific Rim Charcuterie Board](#). All perfectly paired with our Homegrown Oregon bar, featuring local products, along with artisans, and live music.

**Other Fair Food newbies this year:** [Boba Tea](#), [Wood Fired Pizza by Suzy Q's Sweet Things](#), the Fair-favorite blooming onion at [Scrappy's Chicken & Fries](#), pizza by the slice from [Zano's Pizza](#), and fresh baked pie slices, ice cream and other desserts by [Bradbury's Sweet Shop](#).

### **Fair Traditions for the Whole Family**

**Livestock:** Friendly yet fierce competition defines open class livestock, where 4-H and FFA exhibitors vie for ribbons, premiums, and bragging rights. The Multi Breed Oregon State Fair [Horse Show](#) begins August 28, featuring diverse horse breeds across 8 days. Visit the Forester Livestock Pavilion to say hello to mamma pig and her piglets, and the rare [Valais Blacknose sheep](#), making their Fair debut. The 4-H/FFA Barn hosts [new live demos for Sheep Shearing, Needle Felting, and Welt Felt](#). The [Historic Poultry Building](#) is back this year. Learn about the renovations that are in store for this iconic 1921 building.

**Creative Living** Discover displays, exhibits, demonstrations, and competitions that cover the full spectrum of life in Oregon. Returning favorites include Oregon Authors, Military Uniforms (VFW 661-Uniforms), Oregon Ag in the classroom, and Remote-Controlled vehicles. [New this year:](#) [CANstruction](#) - teams will build a map of Oregon out of donated canned food to benefit the Marion Polk Food Share. Sunny's bake-off will feature doll cakes inspired by a movie that is very popular in theatres right now. A Fiber Arts Dye Competition, a certified Quilts judge (the only one in Oregon), and STEM with Oregon State University Biophysics.



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**Luau Fire Finale** – Exotic Fire dancers heat up the stage with this Luau themed Fair-favorite tradition. Our Hearts go out to those affected by the fires in Lahaina on the island of Maui, Hawaii - these performances will be dedicated to the families and survivors. Nightly: 9:45 pm on the Spirit of Oregon Stage Presented by Spirit Mountain Casino.

**Dia de la familia**: presented by O'Reilly Auto Parts – We have put together two fun-filled Sundays of bilingual and bicultural entertainment and activities with Dia de la familia, August 27 and September 3 on the Spirit of Oregon Stage.

**FairLift**: This Fair-time favorite lets you take in a bird's eye view of the entire Fair on our popular FairLift – a 15-minute ride over the Fair midway from 30 feet up. [Advanced FairLift ticket pricing](#) is \$6, the price increases to \$9 when the Fair begins.

### Fair Discount Days

**August 25**: \$5 Friday Admission, courtesy of Mattress Firm. \$5 Opening Day tickets can only be purchased in person at the gates of the Oregon State Fair on Friday, August 25.

**August 29**: BOGO Day, courtesy of Legacy Pool and Spa! BUY one admission, GET one admission of equal or lesser value FREE. This deal is exclusively available in person at the gates on Tuesday, August 29.

**August 30**: Share at the Fair Day! The [Marion Polk Food Share](#) will collect non-perishable food donations like Peanut Butter, Tuna, Shelf Stable Milk, Fruit and Cereal. Bring two or more food donations that day to get \$2 off your gate admission.

**August 31**: Kids Day! Children aged 12 and under enjoy free admission. Kids aged five and under are always admitted for free.

**September 4**: Heroes Day! Military, First Responders, Teachers, and their families receive free admission as a gesture of gratitude. Identification is not required.

**Save on Pre-Sale Admission tickets with O'Reilly's**: Until August 24, visit any [O'Reilly Auto Parts](#) to purchase Adult Fair Admission for \$10 and Child Fair Admission for \$8, with no service fees! That's a \$2 savings from Fair-time prices. Offer ends August 24. Learn more at an [O'Reilly Auto Parts store near you!](#)

**Carnival Rides and Games Discounts**



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**Pre-Fair Pre-Sale Carnival Rides and Games:**

Purchase Carnival Ride Wristbands before Friday, August 25 and save.

**Monday - Friday Wristband:** \$45 (on-site price - \$60)

**Saturday or Sunday Wristband:** \$55 (on-site price - \$70)

**125 Ticket Pack:** \$50 (on-site price - 120 ticket pack \$50)

**Carnival tickets:** can be purchased on the Fair website through Thursday, August 24, with no service fees. From August 25-September 4, tickets are available only at Carnival box office.

**Fair-Time Admission Prices**

**Fair-Time Admission Prices:**

When the Oregon State Fair begins on August 25, ticket prices increase:

**Adult Admission** (Ages 13-64): \$12

**Child Admission** (Ages 6-12): \$10

**Kids** (Ages 5 and under): FREE

**Senior Admission** (Ages 65 or better): \$3

**Family Pack and 11 Day Pass Admission:**

**Family 4-Pack:** \$25 (now through August 24)

**11 Day Pass:** \$25 (now through August 24), valid for one person for all 11 days of the Fair. Non-transferable, ID required for use.

"Putting together an event of this magnitude requires extensive teamwork and coordination from a dedicated Fair staff, and numerous seasonal workers and volunteers, we appreciate immensely," said Kim Grewe-Powell, CEO of the Oregon State Fair and Exposition Center. "I take deep pride in our 2023 Fair lineup, and I invite everyone to come out and Soak up the Fun!"

**Reporters note:** All items in blue are new to the Fair this year. If you have specific requests for images, video, or interviews before or during Fair, contact Kimberly Jacobsen:

[media@oregonstatefair.org](mailto:media@oregonstatefair.org) or 503 428-0930

**Visuals:**

Current Fair b-roll and file footage are available for download and use and will be updated with 2023 Fair video throughout the Fair.

[General Fair video](#)

[Fair video including concert footage](#)

[Fair Media Kit](#)



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**Fair links:**

**Tickets:** (Fair/Carnival/Concerts/Fast Pass/Parking) <https://oregonstatefair.org/tickets>

**Daily Schedules:** <https://oregonstatefair.org/daily-schedules/>

**Newsletter:** (latest news and contests) <https://oregonstatefair.org/newsletter>

**Media Kit:** (with image downloads) <https://oregonstatefair.org/business-center/media-kit/>

**Social Media:** (Follow and tag us) @OregonStateFair #SoakuptheFun #OregonStateFair

**About the Oregon State Fair:**

*The 157<sup>th</sup> Oregon State Fair takes place August 25 through September 4, 2023. The Oregon State Fair is a public/private entity owned by the people of Oregon. The Fair began in 1861 in Oregon City. In 1862, the Fair moved to the Oregon State Fairgrounds in Salem, the State Capitol. The Oregon State Fair and Exposition Center hosts thousands of visitors from all over the world each year, with premier concerts, art, culture, rides, agricultural exhibits, and livestock exhibits. Throughout the year, the Fair and Expo Center works with multiple agencies to help facilitate emergency and disaster response needs. For more information, visit [oregonstatefair.org](https://oregonstatefair.org) or contact us at [info@oregonstatefair.org](mailto:info@oregonstatefair.org)*

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