

STATE FAIR

OF VIRGINIA

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Despite Six out of Eleven Days of Rain/Weather, Fair Attendance approaches 243,000 Down Just 2.6% off Five Year Average of 250,000

The 2008 State Fair of Virginia drew nearly 243,000 visitors. Despite six of the first eight days having rain or severe weather concerns, Fair attendance still came within 2.6 percent of the five year average of 250,000 during its eleven day run September 25 through October 5 at the Richmond Raceway Complex.

“On everyday where we had comparable weather to 2007, we had more visitors,’ said SFVA President Curry Roberts. “We also posted our best ever Friday and second best Saturday on record. We are pleased that so many made plans to visit despite the weather. That speaks volumes with the job that the thousands of Virginians who help put on the Fair every year have done.”

New entertainment, the popularity of the Walk Around Ticket, and a continued re-emphasis on animals, agriculture, scholarships and competitions helped the Fair to some of its best single-day attendance ever. Among the highlights:

- 15,000 students, teachers and chaperones visited “Virginia’s largest outdoor classroom” on school tours,
- 4,000 Virginia schoolchildren participated in livestock, vocational, agricultural, fine arts and arts and crafts competitions,
- Twenty Nine State Fair competition areas awarded scholarships. Since 1989 the State Fair Scholarship Program has awarded 1,926 scholarships - a number that will increase after totals are added for this year.
- The Fair kicked off with Black Tie & Boots, a special VIP Fair preview on September 24 in the Big Red Barn. The event grossed nearly \$70,000 for Fair Scholarships while the Fine Arts Scholarship winners were recognized.
- The Fair hosted Governor Tim Kaine at the annual Governor’s Day Breakfast on October 3 for 250 students and their families as a kick off to the traditional Youth Competition Weekend.

Next year, the Fair event will move to SFVA’s new location at The Meadow Event Park in Doswell, Caroline County Virginia. Dates are September 24-October 4, 2009. More information is available at www.statefairva.org.

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The State Fair of Virginia event is presented each Fall by SFVA (State Fair of Virginia, Inc.)

*SFVA is a not-for-profit 501(c)(3) organization not affiliated with state government.
In a world where Virginia’s open land and traditions that shaped our culture are rapidly vanishing,
SFVA’s goal is to keep cherished ideals and experiences alive in the Commonwealth.*