



NEWS RELEASE

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For Immediate Release:

OK State Fair Generates Over \$100 Million for OKC in September

Oklahoma City, OK – The 2023 Oklahoma State Fair ran September 14 through 24 at the OKC Fairgrounds. The 2023 State Fair theme was THE PLACE TO BE IN '23. Fairgoers enjoyed a record-breaking number of new shows, foods, and competitions to debut in a single year.

The State Fair opened with six days of *Disney On Ice presents Frozen & Encanto* performances in the Jim Norick Arena, offering a total of 11 shows from September 14 through 19. Fairgoers also enjoyed the first ever Hoofs & Horns Spectacular, produced in partnership with the Beutler & Son Rodeo Company on September 22 and 23 in the Jim Norick Arena. Nightly concerts on the Chickasaw Country Entertainment Stage were improved with the addition of large video screens on each side of the stage to ensure all concertgoers received a great view. Fairgoers enjoyed all the classic attractions including breath-taking carnival rides, innovative and unique food items, and interesting offerings from shopping vendors. Additionally, visitors enjoyed a plethora of new attractions including a laser light show, rides on the RAMINATOR, the Paul Bunyan Lumberjack Show, College Day, the Opening Day Scavenger Hunt, and much more.

Oklahoma City experienced average temperatures for this time of year for the majority of the 11-day event, with scattered showers on a few days. Approximately 875,000 visitors took to the Fairgrounds for the 2023 Oklahoma State Fair. Twenty-five percent of visitors came from out-of-town for the event, while 75 percent were locals, producing an economic impact of \$101 million in direct spending into the Oklahoma City economy.

For more information regarding OKC Fairgrounds events please contact the OKC Fairgrounds Office at 405-948-6700. To stay up-to-date on all the OKC Fairgrounds has to offer, visit www.okcfairgrounds.com, like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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