



## NEWS RELEASE

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For Immediate Release:

### OKC Fairgrounds Events Generate Millions in October

**Oklahoma City, OK** – The Grand National & World Championship Morgan Horse Show took place at the OKC Fairgrounds October 8 through 15. The equine competition took place in the Jim Norick Arena and across Barn Row. Ninety percent of attendees traveled from out-of-town, while 10 percent were locals. Attendance for the event exceeded 57,000, generating more than \$12.61 million in direct spending into the Oklahoma City economy.

Braum's An Affair of the Heart took place at the OKC Fairgrounds October 21 through 23. Vendors and shoppers filled the Pavilion, Oklahoma Expo Hall, Modern Living Building, and Centennial Building for the shopping event. Ten percent of attendees traveled from out-of-town, while 90 percent were locals. Attendance for the event exceeded 27,000, generating more than \$2.54 million in direct spending into the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 12 events during the month of October. In addition to the above mentioned, other events included: the Oklahoman Career Fair, Claude Hall's Original OKC Gun Show, Oklahoma Oil & Gas Expo, Buchanan's Vintage Flea Market, Oklahoma Gun Shows, Low N Clean Oklahoma, Build My Future OKC, Festival of Freaks, Halloween Ball, and the Oklahoma Mineral & Gem Show. In all, there were 102,156 visitors present during October events held at the OKC Fairgrounds, generating more than \$16.67 million in direct spending into the Oklahoma City economy.

For more information regarding October events, or any upcoming months, 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](http://www.okcfairgrounds.com), like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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