



## NEWS RELEASE

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For Immediate Release:

### OKC Fairgrounds Events Make Huge Impact in March

**Oklahoma City, OK** – The OK State High School Basketball Championships took place at the OKC Fairgrounds February 27 through March 9. The sporting event took place in the Jim Norick Arena. Eighty percent of attendees traveled from out-of-town for the event, while 20 percent were locals. Attendance for the event exceeded 74,000, generating more than \$15.25 million in direct spending for the Oklahoma City economy.

The Oklahoma Youth Expo took place at the OKC Fairgrounds March 13 through 22. The livestock event 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. During the Sale of Champions, the Grand Champion Steer sold for more than \$100 thousand. Attendance for the event exceeded 48,000, generating more than \$10.8 million in direct spending for the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 16 events during the month of March. In addition to the above mentioned, other events included the OKC Auto Show, Backwoods Hunting & Fishing Expo, Oklahoma Gun Shows, Greater OKC Chamber Meet & Mingle, Buchanan's Vintage Flea Market, Claude Hall's Original OKC Gun Show, Prime Well Solutions, Jurassic Quest, Just Between Friends Kids Consignment Sale, OKC Home + Outdoor Living Show, EDM Grove, Show Me Reptiles & Exotic Show, MAPS4 Coliseum Topping Out Ceremony, and OKC Bid Bash 2024. In all, there were 217,510 visitors present during March events held at the OKC Fairgrounds, generating more than \$36.96 million in direct spending for the Oklahoma City economy.

For more information regarding March 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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