



# NEWS RELEASE

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For Immediate Release:

## OKC Fairgrounds Welcomes Over 130,000 Visitors in October

**Oklahoma City, OK** – The Grand National & World Championship Morgan Horse Show took place at the OKC Fairgrounds October 5 through 12. The equine competition took place in the Jim Norick Arena and Barn Row. Ninety percent of attendees traveled from out-of-town for the event, while ten percent were locals. Attendance for the event exceeded 56,000, generating more than \$11.61 million in direct spending for the Oklahoma City economy.

An Affair of the Heart took place at the OKC Fairgrounds October 18 through 20. The shopping event took place in the Centennial Building, Modern Living Building, Oklahoma Expo Hall, and The Pavilion. Twenty percent of attendees traveled from out-of-town for the event, while 80 percent were locals. Attendance for the event exceeded 25,500, generating more than \$2.69 million in direct spending for the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 19 events during the month of October. In addition to the above mentioned, other events included the OKC Brick Convention, Claude Hall's Original OKC Gun Show, Oklahoma Oil & Natural Gas Expo, OK Safety Expo, 2<sup>nd</sup> Annual Oklahoma Mushroom Festival, OKC's Toy Extravaganza, Oklahoma Home Show, NAPHA National Show, OPHA Fall Color Classic, Southern Nazarene University ISHA Fall Show 2024, Build My Future OKC, Perfect Timing Pig Sale, Triangle Fall Sale, Oklahoma Bison Association Winter Show & Auction, Oklahoma Mineral & Gem Show, Festival of Freaks, and Oklahoma Gun Shows. In all, there were 130,651 visitors present during October events held at the OKC Fairgrounds, generating more than \$21.53 million in direct spending for 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 [X](#) and [Instagram](#).

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