



NEWS RELEASE

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For Immediate Release:

OCTOBER SIGNALLED THE BEGINNING OF THE FALL HORSE SHOW SEASON

The leaves have started to turn, and that signals a busy time at State Fair Park. The fall horse show season at State Fair Park has started and runs through the middle of December.

Thirty-five years ago, a tradition began that celebrates the history and beauty of a truly stunning animal, the Morgan Horse. The 2009 Grand National and World Championship Morgan Horse Show was one of the best ever, with over 1,100 entries of the world's best Morgan horses competing from 45 states and 4 foreign nations. The horses competed in over 250 classes for over \$300,000 in prize money, October 10 through 17. "This horse show is where the best of the best Morgans compete and World Champions are crowned. The future of our breed continues to be guided by the results of this horse show," says show manager Fred Nava. The Morgan Horse Show drew over 53,800 spectators and participants, producing over \$12.5 million in direct spending into the economy of Oklahoma City.

Also occupying State Fair Park during October were two major arts & crafts events. The first was the Mistletoe Market, sponsored by the Junior League of Oklahoma City. The event took place on October 8, 9, 10 and 11, in the Travel & Transportation Building. This festive shopping opportunity drew over 9,800 holiday shoppers and had a direct spending impact of over \$805,000 on Oklahoma City. The second major arts & crafts event to invade State Fair Park was An Affair of the Heart, occupying seven exhibit buildings. Over 850 exhibitors and artisans, not only from Oklahoma, but from across the nation as well, took part in this fall classic. This event took place October 23, 24 and 25 and drew over 38,600 avid shoppers, resulting in direct spending of over \$4.1 million into the Oklahoma City economy.

All told, State Fair Park played host to fourteen events during the month of October. In addition to the ones mentioned above, others included the Oklahoma City Gun Show, the Marginal Well Trade Show, Buchanan's Vintage Flea Market, the O'Reilly Winter Nationals Auto Races, the 4th Saturday Computer Sale, the Annual RV Clearance Sale, a Gun, Knife & Outdoor Equipment Show, a Motorcycle Swap Meet, the US Team Roping Championships, the Greater Oklahoma City Chamber SchmoosaPalooza Party and the Julian's Customs Halloween Bash Car Show. In all, there were 256,408 people attending the 319 event days held at State Fair Park in October, generating over \$51.5 million in direct spending into the Oklahoma City economy.

For more information regarding these or future events, please contact the Fair Park Office at (405) 948-6704. You may also obtain information by contacting us at www.okstatefairpark.com on the Internet. InFAIRmation, the official newsletter of the Oklahoma State Fair® and State Fair Park, is now available as a free on-line publication. Subscribe by visiting us at www.okstatefair.com and clicking on the “newsletter subscriber” link.

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