

NEWS RELEASE

OKLAHOMA STATE FAIR, INC.
MEDIA RELATIONS DEPARTMENT
P.O. BOX 74943
OKLAHOMA CITY, OKLAHOMA 73147
PHONE: (405) 948-6700
FAX: (405) 948-6828
www.okstatefair.com - www.okstatefairpark.com



March 17, 2008

For Immediate Release:

STATE FAIR PARK ACTIVITIES HIGHLIGHTED BY AN AFFAIR OF THE HEART

State Fair Park was proud to once again be the location of the nationally renowned arts & crafts show known as “An Affair of the Heart.” The spring version was held February 8 through 10. The event occupied all seven exhibit buildings at State Fair Park and showcased some of the finest crafts, antiques, collectibles and art in the Southwest. The show featured 750 exhibitors and artisans from Oklahoma and 35 other states from across the nation. “An Affair of the Heart” drew 25,970 devoted fans and placed over \$2.7 million worth of direct spending into the Oklahoma City economy.

The 29th Annual Oklahoma City Hunting & Tackle Show ran for four days – February 14 through 17. On display were a seemingly endless array of fishing tackle and famous fishing personalities that have become a signature of this show. Fishing tackle manufacturers agree that this is the largest show of its kind in the United States. In addition to the vast assortment of fishing tackle, there were guides from Alaska, Mexico, Brazil, Canada and lakes from all over the area that were anxious to help plan some outstanding hunting and fishing trips. The show drew 7,131 participants and resulted in direct spending to Oklahoma City of over \$580,000.

State Fair Park played host to nineteen events during the month of February. In addition to the above mentioned, other events included the Buchanan’s Antique & Collectables Market, a Gun, Knife & Outdoor Equipment Show, the State Junior High School Wrestling Championships, the Extreme Monster Truck Nationals, the Duer Balloons & Promotion Open House, the Oklahoma County Free Fair, the Oklahoma City Gun Show, the OK Kids Wrestling event, the Friends of the Library Book Sale, the Allison Fun Company Show, the Oklahoma State High School Wrestling Championships, the Leake Classic Car Show & Auction, the Annual All Motorcycle Show & Swap Meet and the 4th Saturday Computer Sale. In all, there were 95,931 people present during the 132 event days held at State Fair Park, generating over \$8.4 million in direct spending into the Oklahoma City economy.

For more information regarding the February events, or any upcoming months, please contact the State 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.okstatefairpark.com and complete the "Subscribe" link.

-30-

Contact: J. Scott Munz at (405) 948-6700 or smunz@okstatefair.com