



NEWS RELEASE

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For Immediate Release:

JANUARY AT STATE FAIR PARK HIGHLIGHTED BY THE INTERNATIONAL FINALS RODEO

The International Finals Rodeo returned to State Fair Park, January 15, 16 and 17. The top 15 money-winning cowboys and cowgirls from the International Pro Rodeo Association competed in the seven traditional rodeo events for the coveted IPRA World Championship titles. The event drew a total of 13,712 spectators to the four go 'rounds, generating over \$2 million in direct spending into the Oklahoma City economy.

The 28th Annual Oklahoma City Home & Garden Show occupied four buildings at State Fair Park, January 15 through 17. This show is considered by many to be Oklahoma City's largest home & garden expo, drawing almost 26,000 spectators and participants. At this prestigious and diverse show, patrons were able to find terrific ideas, expert advice, top-quality products and first-rate services to meet all of their home improvement needs. The show had a direct spending impact on Oklahoma City of over \$2.1 million.

January 1 and 2, in State Fair Arena, the Central Oklahoma Wrestling Association played host to the United States Junior Open Championships for the 33rd year. Following a yearlong effort on mats throughout the nation, over 1,200 wrestlers were on hand to compete for national championships. According to many participants, this extremely competitive event enjoys a reputation as "one of the best-run wrestling tournaments around." The event drew almost 4,000 spectators and participants and resulted in direct spending to Oklahoma City of over \$327,000.

The snow storm that hit Oklahoma at the end of January caused the cancellation of three events at State Fair Park. These events included the Oklahoma Speakers Ball, the ComputerShowOK.com and the Lucha Libre Mexican Wrestling event and would have had a combined estimated attendance of over 2,800 spectators and participants.

In all, State Fair Park played host to 15 events during the month of January. In addition to the above-mentioned activities, other events included the Oklahoma Paint Horse Show, the Grand American Arms Show, a New Year's Pow Wow, a Buchanan's Vintage Flea Market, the Oklahoma City Gun Show, the Certified Septic Association Convention, a Motorcycle Swap Meet, the Oklahoma City Boat Show, the

Oklahoma City Gem, Jewelry & Bead Show, the Oklahoma City Auto Racers Auction & Swap Meet, a Gun, Knife & Outdoor Equipment Show and the RK Gun Show. In all, there were 71,975 people present during the 111 event days held at State Fair Park, generating over \$7.6 million in direct spending into the Oklahoma City economy.

For more information regarding the January events, or any upcoming months, please contact the Fair Park Office at (405) 948-6704. You may also obtain information by following us on Facebook and Twitter or by visiting 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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