



# NEWS RELEASE

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**For Immediate Release:**

## **OCTOBER SIGNALS 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-four years ago, a tradition began that celebrates the history and beauty of a truly stunning animal, the Morgan Horse. The 2008 Grand National and World Championship Morgan Horse Show was one of the largest and best ever, with over 1,200 entries of the world's best Morgans from across the United States, United Kingdom and Canada. The horses competed in over 250 classes for over \$300,000 in prize money, October 4 through 11. "This horse show is where the best of the best Morgans compete and World Champions are crowned. The future of our breed will be guided by the results of this horse show," says show manager Fred Nava. The Morgan Horse Show drew 61,267 spectators and participants, producing over \$14.3 million in direct spending into the economy of Oklahoma City.

Following the Morgans into State Fair Park were two major arts & crafts events. The first arts & crafts event to grace State Fair Park was Mistletoe Market, sponsored by the Junior League of Oklahoma City. The event took place on October 16, 17, 18 and 19, in the Cox Pavilion. This festive event drew over 7,300 holiday shoppers and had a direct spending impact of over \$605,000 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 24, 25 and 26 and drew over 34,000 avid shoppers, resulting in direct spending of over \$3.6 million into the Oklahoma City economy.

All told, State Fair Park played host to eighteen events during the month of October. In addition to the ones mentioned above, other events included the Maxwell Supply Company 50<sup>th</sup> Anniversary Party, the Household Waste Pickup, the Oklahoma City Gun Show, Buchanan's Vintage Flea Market, the Annual RV Clearance Sale, the Table Top Trade Show, four Speedway Auto Races, the 4<sup>th</sup> Saturday Computer Sale, a Gun, Knife & Outdoor Equipment Show, a Motorcycle Swap Meet, the Marginal Well Trade Show and a Woodcarving & Sculpting Show. In all, there were 121,401 people attending the 259 event days held at State Fair Park in October, generating over \$20.3 million in direct spending into the Oklahoma City economy.

For more information regarding the October events, or any upcoming months, please contact the Fair Park Office at (405) 948-6704. You may also obtain information by contacting us at [www.okstatefairpark.com](http://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](http://www.okstatefair.com) and clicking on the “newsletter subscriber” link.

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