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FOR IMMEDIATE RELEASE

Own a lasting memory of the Eastern Idaho State Fair!

EISF Designs Commemorative Belt Buckle & Other Souvenirs

Blackfoot, ID – Bigger is Better at the Eastern Idaho State Fair – now opening one day earlier on Friday, September 1st! Begin the 115 year celebration today by purchasing limited edition 2017 souvenirs! As most longtime attendees know quite well, the Eastern Idaho State Fair is more than just a nine-day stretch of attractions and festivities. Its cultural pulse can be felt year-round, and the memories it creates can last a lifetime. The EISF is now offering numbered commemorative belt buckles, collector's pins and t-shirts – all of which can be purchased online at www.funatthefair.com/shop.

This year's annual commemorative belt buckle celebrates the 115 year anniversary of the Eastern Idaho State Fair. The EISF has fashioned 30 individually numbered commemorative belt buckles, available for purchase at \$150 each. These buckles contain two semi-precious stones, a customized fair logo, and are die struck in non-precious metal before electroplated in Silver & Gold.

"We are proud to offer a special keepsake in celebration of 115 outstanding years of the Eastern Idaho State Fair," says George Hamilton, Board of Directors President. "Each year, these handcrafted buckles carry a unique design by a leading silversmith, Gist Silversmiths, and provide a special way to commemorate our Fair. We have a limited supply, so we encourage those interested to act quickly and wear them with pride at the 2017 Eastern Idaho State Fair."

The EISF also offers "Bigger is Better" t-shirts for \$10, EISF sweatshirts for \$25, collector's pins from 2010 – 2016 ranging from \$3 to \$7, and a few remaining 2013 - 2015 Commemorative Belt Buckles for \$135. All souvenirs, including the individually numbered 2017 commemorative buckles, are available for purchase online at www.funatthefair.com/shop. You can either pick up your purchase at the EISF Main Office or have your purchase shipped directly to your door for a small charge.

Show off your fair swag at the 2017 Eastern Idaho State Fair, held September 1 – 9 in Blackfoot. Complete schedules and Fair information can be found at www.funatthefair.com.

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*The Eastern Idaho State Fair is a 16 County Fair District. Over 230,000 people visit the annual event, making it Eastern Idaho's longest running and largest community event. The mission of the EISF is to provide wholesome, affordable family education and entertainment in a clean and safe agricultural environment. In 2017, the Fair will open one day early on Friday, September 1 - making 9 days of fun and happiness!
See you September 1 - 9, 2017!*