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## **Another Record-Breaking Year at the 2016 EISF –PLUS- Big Announcement! *Hundreds of Thousands Come to Eat, Drink & Be Happy***

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Blackfoot, ID - 2016 will go down in the record book as the highest-attended event in the 114-year history of the Eastern Idaho State Fair. Setting an all-time weekly attendance record means over 231,023 people (up from 2015's record of 229,992) came to the Eastern Idaho State Fair to Eat, Drink and Be Happy. Both the opening Saturday and closing Saturday's at the fair set daily attendance records, helping to overcome the cold and rainy Sunday this year.

The goal of the EISF is to continue to build on an amazing tradition of unforgettable food and entertainment. As always, the Grandstand events drew huge crowds. Starting with the Bull Riding Championship on Saturday night and ending with the sold-out September Slam Demolition Derby. Each night brought amazement and excitement to the grandstand stage including the Monster Energy FreestyleMX crew who showed up to attempt a never before seen UTV flip. Unfortunately, the flip wasn't as successful as some had hoped... but the driver walked away unharmed. The Gem State Classic Pro Rodeo, held both Monday and Tuesday, celebrated the fifth anniversary of operating as a PRCA rodeo. Once again, the Gem State Classic teamed up with the Man Up Crusade for wear purple night on Tuesday, bringing awareness to victims of domestic violence.

This year's two-for-one concert package brought in country stars Chris Janson and Lee Brice. Each artist wowed the fans with an amazing show and left people chanting for more. Two couples actually became engaged while being serenaded to Lee Brice's *I Don't Dance*.

As far as the free entertainment went, new Hypnotist Tyzen was a fair favorite along with the all new Sea Lion Encounter show. Each of these amazing shows performed two-to-three times a day to packed crowds. A special thanks goes out to our Grand Champion Sponsors, Bingham Memorial Hospital and Teton Auto Group for making free entertainment like this possible.

The National Indian Relay Races, intermixed with Pari-mutuel racing, did not disappoint in delivering unbelievable heart pounding action every single time. If you've never seen these incredible athletes ride, make plans to catch them next year. Butler Amusement set out to thrill fair-goers as well, by bringing several new rides that created stomach-churning fun!

And, for the fifth year in a row, we named the Best New Fair Food and the Fairest of Them All. Due to the number of entries, we split the Best New Fair Food into two categories: Sweets and Entrees. The winner of the Fairest of Them All was Sweet Temptations with its Toffee Tumbler. Best New Fair Food- Sweets went to Creamy Creations with its PB Explosion on a Stick. Outlaw Catering took the honors of Best New Fair Food-Entrée with a concoction they call the Rebel Burger. The People's Choice allows the people to vote on their favorite food award and Tiger's Ears from the Grand Teton Council took the top honors.

As you can tell, 2016 was a great year for the EISF, but 2017 will be even better. The fair leadership team has decided to add another day of happy for the 2017 event. Yes, you read that right. The 2017 EISF will kick off on **Friday, September 1<sup>st</sup>** adding a ninth day to the biggest event in Idaho.

"Combine the beautiful weather we had most of the week with the dedication of thousands of people, and a top roster of amazing talent, and 2016 was an incredibly successful year!" says Fair Manager Brandon Bird. "I hope everyone from the exhibitors to concessionaires, sponsors to employees and especially those who attended this year's event were able to 'Eat, Drink and Be Happy.' We are so grateful to be able to continue this 114 year tradition in this community!"

Make sure to follow the Eastern Idaho State Fair on Facebook, Pinterest, Twitter, and Instagram for highlights from the 2016 EISF. The EISF also invites you to share your experiences and photos that show how you enjoyed this year's event! The fair's website, [www.funatthefair.com](http://www.funatthefair.com) is always a great resource for everything you need to know.

For now, clean up has begun and then it will be on to planning another happy Fair in 2017. See you September 1-9, 2017.

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*The Eastern Idaho State Fair is a 16-County Fair District. Over 231,000 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.*