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FOR IMMEDIATE RELEASE

Own a lasting memory of the Eastern Idaho State Fair!

EISF designs 60 commemorative belt buckles celebrating 111 years

Blackfoot, ID -- Eastern Idaho State Fair, in celebration of 111 extraordinary years, has fashioned 60 commemorative belt buckles, available for purchase at \$135 each. The silver belt buckle features a customized Fair logo with antique wash accents and semi-precious stones.

“We are proud to offer a special keepsake in celebration of our 111 years of bringing agriculture and entertainment to Eastern Idaho,” said Fair manager Brandon Bird. “The buckles carry a unique design by a leading silversmith, and they really commemorate our Fair. We have a limited supply, so we encourage those interested to act quickly and wear them with pride at the 2013 Eastern Idaho State Fair.”

The individually numbered buckles measure 4.25" x 3.5"; they can be viewed at www.funatthefair.com and can be purchased by calling the fair office at (208) 785-2480.

Fairgoers will have a chance to win one of the 60 buckles each night of the Gem State Classic Rodeo, to be held on Monday, September 2 and Tuesday, September 3. In a promotional giveaway on Monday and Tuesday night, one lucky Rodeo ticket holder will be selected by random drawing to receive one of the commemorative buckles. This is the 2nd annual year of the Gem State Classic, a PRCA-sanctioned event. As one attendee said after last year’s rodeo, “I have been to the EISF rodeo for the last 17 years. Best Rodeo EVER! So glad to see the change-up. So much more fun. So much more energy. Great job!”

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The commemorative buckles are crafted by GIST Silversmiths (www.gistsilversmiths.com), who for more than 40 years has provided the finest custom and trophy buckles, jewelry and accessories; they are widely known for their exceptional detail and authenticity. Company owner and founder Gary Gist is a former rodeo cowboy, whose success won him numerous buckles through the years. Gary believed he could create a quality buckle that every cowboy would want to wear, so for 23 years, he created the award buckles for the Professional Rodeo Cowboy Association.

This year, the Eastern Idaho State Fair joins a long list of GIST customers, including past Presidents Ronald Reagan and Gerald Ford, celebrity personalities such as George Strait, Reba McEntire, Billy Crystal, Hank Williams, Jr., Kenny Stabler, Brooks and Dunn, Wilford Brimley, Travis Tritt, and other rodeo and sporting events.

The 2013 Eastern Idaho State Fair returns Saturday, August 31, through Saturday, September 7, in Blackfoot. Complete schedules and 2013 Fair information can be found at www.funatthefair.com or by calling (208) 785-2480.

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The Eastern Idaho State Fair is a 16 County Fair District that is in its 111th year of operations. Over 224,000 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. "IT'S A FEEDING FRENZY" showcases the EISF's rich tradition of the best fair food in the intermountain west.