

## FOR IMMEDIATE RELEASE

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## WHAT'S NEW AT THE 2017 SUPER FAIR?

**Lincoln, NE**— The Lancaster County Super Fair is excited to announce all of the new events for the 2017 Super Fair. These new events are designed to appeal to a wide range of interests for Lancaster County residents.

Everyone loves animals and the Super Fair has two new exciting animal encounters in addition to the hundreds of 4-H and Open Class animals competing each year over the 10 days of the fair. The first new free animal show is the Haai Shark Encounter which is the only traveling shark experience in the USA with a fun photo opportunity in a shark cage for kids of all ages (outside the tank with sharks in the background). The sharks will be out throughout the day in the attraction zone for fairgoers to see and free narrated shows hosted by a diver in the shark tank will take place Aug 3-6 and Aug 11-12 at 12pm, 3pm, 5:30pm and 7:30pm as well as Aug 7-10 at 5:30pm, 6:30pm and 7:30pm.

Sharks aren't the only exotic animals that will be at the Super Fair. The Super Fair will also host a Wild Animal Encounter by the Lincoln Children's Zoo on Saturday Aug 12, from 1:30-2:30pm on the Pepsi Main Stage. The show will feature Zookeeper Emma bringing several animal visitors from around the world, including Johnny the African Serval and their laughing Kookaburra.

It's important to note that fairgoers who are animal lovers won't want to miss the first four days of the fair (Aug 3-6) while 4-H and FFA exhibitors bring hundreds of animals to compete. Over the last six days, fairgoers can still see animals in the barns participating in a daily rotation of Open Class shows but the peak of over 25 types of animals can only be seen during the first four days of the fair.

Aside from animals the Super Fair also has two new exciting shows that tie into the Super Fair's official designation as a NE150 official event. Cornhusker Bill's Wild West Show

features Hollywood gun slinger star Joey Dillon, locally renowned “Cornhusker Bill” Terry Lane and Native American dancer/singer/storyteller Garan Coons in the tradition of western shows started by W.F. “Buffalo Bill” Cody in the early days of Nebraska’s history. The family fun show is produced by the Cornhusker Council Boy Scouts of America and is a fundraiser for Boy Scout summer camp facilities. There are two shows on Friday Aug 11, from 1:30-3pm and 6:30-8:30pm in Pavilion 4 Amy Countryman Arena. Tickets on sale at **SuperFair.org**. Fair gate & parking fees apply.

Keeping with the western theme, the Super Fair is excited to present the new Fun on the Ranch Demo. Open to all with no preregistration – fairgoers can try their hand at cowboy skills like roping & tying! The demo will take place Monday Aug 7, from 5-6:30pm in Pavilion 4 Amy Countryman Arena in conjunction with the annual always-fun-to-watch free Mutton Bustin’ for kids (pre-registration required at SuperFair.org, don’t delay as spots limited).

Another new event, Dream Drive Exotic Cars lets you get behind the wheel and drive a high performance exotic car! Dream Drive will only be at the Super Fair for one day, Thursday Aug 10! Come out and drive an exotic car from noon-8:30pm while spots available. Pre-Register online. Fair gate & parking fees apply starting 4 pm.

The Super Fair has all of the engine revving, motorsport favorites as well in the Coors Motor Mania with Demo Derby, Figure 8 and Fast Track Mud Drags! Tickets on sale at **SuperFair.org**. Fair gate & parking is free for this pre-fair event.

The last new event goes out to the music lovers. The Super Fair is excited to announce that top 10 national Red Dirt artist Stoney LaRue will be the Sam’s Club Headliner Concert on Friday, August 11, 2017. Presented by KX96.9, this year’s Sam’s Club Headliner Concert promises to be an exciting backyard party style concert in the Muhlbach Outdoor Complex with up-close pit and bleacher seating available. Tickets on sale on **SuperFair.org** for \$15 for general admission and will go up to \$20 day of the show. Hold this concert on your calendar as a backup indoor location has already been reserved on the fairgrounds, so the show will go on rain or shine!

The Super Fair will also be hosting a variety of different popular local bands this year--many making their names known on the national scene—in the Froggy98 Free Music Series. New bands this year include Lemon Fresh Day, Conjunto Estigma, Bucka Ruse and the Lincoln Continentals in addition to long-time fair favorites Switchbak, Dylan Bloom Band and McKenzie JaLynn Band. Free nightly music will be featured outside on the Pepsi Main Stage with ample seating, fair food vendors and free fair attractions adjacent. See **SuperFair.org** for the latest schedule.

Everyone is reminded to bring fair gate admission ticket for each person from the 2017 Lancaster County Super Fair ticket sponsors (Casey's, West Gate Bank, Super Saver, or Russ's) or visitors may purchase gate tickets for \$3 per person per entry. Fair parking is \$5 per vehicle per day. It's your Lancaster County Super Fair – so come let the good times grow and enjoy the fair!

#### ABOUT THE LANCASTER COUNTY SUPER FAIR

The 2017 Lancaster County Super Fair runs from Thursday, August 3rd through Saturday, August 12th. The Super Fair is an annual showcase of Lancaster County and surrounding community exhibits and offers dozens of free and low cost entertainment for all ages with unique daily themes and activities. Our fair continues to grow with over 9000 entries from over 900 4-H and FFA exhibitors, and more than 500 open-class exhibitors. The Super Fair is one of the largest county fairs in the country, attracting more than 140,000 visitors over 10 days. For a full list of free attractions, ticketed events and more information, visit [SuperFair.org](http://SuperFair.org). The Lancaster County Super Fair is hosted by the Lancaster County Agricultural Society, a non-profit 501(3)(c) and volunteer organization dedicating to celebrating the heritage and future importance of agriculture with youth of all ages in our community. The Super Fair is the annual showcase event among 300+ other events held at the Lancaster Event Center, now in its 16th year, in support of the local community and economy.

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