



2023 Media Kit

August 11-19

Billings, MT

Welcome to MontanaFair!

This book is designed to help the working media provide our community with accurate and detailed information about the fair.

The fair offers a wealth of story ideas and we are excited to help you make contacts and find fun photo and video opportunities.

MontanaFair Marketing Department

Cody Reitz
Cell: 406.698.6957
creitz@metrapark.com

Jamie Porter
Cell: 406.860.9173
jporter@metrapark.com

Darcie Tempel
Cell: 406.671.4012
dtempel@metrapark.com

Social Media Team

Felicia Benton
Cell: 406.855.8185
felicia@bentonmediainc.com

Kyle Benton
Cell: 406.861.8224
kyle@bentonmediainc.com

Traditional Media Team

Anne Gauer
Cell: 406.698.8278
anne.gauer@spotlightads.com

Allen Peters
Cell: 406.698.8264
allen@spotlightads.com

General Media Information

MontanaFair in Billings, August 11-19, offers premium entertainment, exhibits, food, carnival rides and much more. It is the largest weeklong event in the state, drawing an average of 250,000 visitors.

MontanaFair gate admission is \$12 for adults, \$8 for kids ages 6-12 and adults ages 65 and over, and free for kids 5 and under. For additional information about MontanaFair events, schedules, discounts, and promotions visit: www.montanafair.com.

Where to Park:

MontanaFair does not have reserved parking for media.

Occasionally, a car may be parked for a short time period in the loading bay of the Montana Pavilion, accessible from the lower parking lot. Please pull to the side, leaving access and don't block other vehicles. Please do not park on the grass.

If you are coming to the fair to cover a story and have to park far away, please contact Anne Gauer or Allen Peters and we will do our best to pick you up with a golf cart.



Table of Contents

Information

| | |
|----------------------|---|
| Phone List | 6 |
| Fair Superintendents | 8 |

Entertainment

| | |
|--------------------------|----|
| Events and Entertainment | 10 |
|--------------------------|----|

| | |
|--------------------------------|----|
| Chevelle | 12 |
| Sunrose | 14 |
| Carly Pearce | 16 |
| Juliette Angelo | 18 |
| Ludacris | 20 |
| DJ Infamous | 22 |
| Octane Addictions Big Air Bash | 24 |
| PRCA Rodeo | 26 |
| ValuPass | 28 |

Gate Acts

| | |
|---------------------------|----|
| Mango & Dango | 30 |
| All Star Stunt Dogs | 32 |
| Kelly McDonald Band | 34 |
| WildWind | 36 |
| Louie Foux | 38 |
| Throw Zone with Jeremiah | 40 |
| Thistle & Lace | 42 |
| Animal Cracker Conspiracy | 44 |

Fun Fair Activities

| | |
|----------------------|-------|
| Western Ranch Supply | 46 |
| Draft Horse Expo | 47 |
| Dig It Days | 48 |
| Harvest Haven | 50 |
| Heritage Park | 51 |
| FairTivity Tent | 52 |
| Verizon | 53-54 |
| MontanaFair Safety | 56 |

Fair Food

| | |
|-------------------------|----|
| The Ultimate Indulgence | 58 |
| Food Vendor Map | 60 |
| Food Vendor List | 62 |

4-H Fun

| | |
|---|----|
| 4-H Schedule | 66 |
| More about 4-H | 68 |
| Patrick K Goggins Junior Livestock Sale | 70 |

Exhibits & More

| | |
|----------------------------|----|
| Open Competitive Livestock | 72 |
| Art Barn | 74 |

| | |
|--|-------|
| Heritage Arts | 76 |
| Youth Art | 78 |
| MontanaFair History | 80 |
| Master Gardeners | 82 |
| Wendy's Kids Day/Billings Clinic in Kids World | 84-85 |
| Service to America Day | 86 |
| Deals and Days | 88 |
| The Mighty Thomas Carnival | 92 |
| Shop MontanaFair | 94 |
| People's Choice Awards | 98 |
| Tips for Attending | 100 |
| Map | 102 |



METRAPARK ADMINISTRATIVE OFFICES

| | |
|--|----------|
| MetraPark Switchboard | 256-2400 |
| MetraPark FAX Machine | 256-2479 |
| Tim Goodridge – Assistant General Manager | 256-2444 |
| Deb Christensen – Commercial Booths | 256-2402 |
| Kelly Campbell – Comptroller | 256-2405 |
| Tim Wombolt – Accountant | 256-2421 |
| Callie Clark – Fair Administrative Coordinator | 256-2410 |

Box Office 256-2422 or 800-366-8538

| | |
|------------------------|----------|
| David Roth | 256-2408 |
| Cindy Ripley | 256-2426 |
| Tracey Sherner | 256-2425 |
| Terri Bolotas | 256-2400 |
| Box Office FAX Machine | 256-2430 |

Marketing and Sales

| | |
|---|----------|
| Cody Reitz - Marketing & Sales Director | 256-2466 |
| Jamie Porter – Marketing & Sales Coordinator | 256-2462 |
| Darcie Tempel – Marketing & Sales Coordinator | 256-2409 |

Food Service

| | |
|--|----------|
| Michael Groscop – Food Services Manager | 256-2463 |
| Amanda Stewart – Food Services Coordinator | 256-2464 |
| Lynn Miller – Catering | 256-2415 |

Events and Operations

| | |
|---|----------|
| Jeff Seward – Director of Operations | 256-2407 |
| Craig Peterson – Event Coordinator | 256-2454 |
| Kole Kuntz – Event Coordinator | 256-2412 |
| Randy Pardis – Foreman/Engineer | 256-2411 |
| John Carney – Working Foreman | 256-2413 |
| Kevin Richeson – Engineer/Electrician | 256-2457 |
| Billie Chase – Engineer/Electrician | 256-2458 |
| Starplex Security Administrative Office | 256-2480 |

Fairtime Only Numbers

| | |
|------------------------------|------------------|
| Entry Office/ Open Livestock | 869-5200 |
| 4-H Offices – Expo Center | 869-5203 to 5205 |

Gates

| | |
|------------------------|----------|
| Old Shop Gate – Gate 1 | 256-3441 |
| Montana Pavilion Gate | 256-3444 |

Barns

| | |
|-----------------------------|----------|
| SuperBarn | 256-3419 |
| Vet Lab | 869-5242 |
| Barn #5 (pay phone outside) | 254-9726 |

Cell Phones

| | |
|-----------------|--------------|
| Tim Goodridge | 670-2329 |
| Jeff Seward | 208-0574 |
| Craig Peterson | 317-3240 |
| Kole Kuntz | 850-1569 |
| Randy Pardis | 208-0576 |
| Kevin Richeson | 860-4445 |
| John Carney | 860-5478 |
| Billie Chase | 208-8367 |
| Jamie Porter | 860-9173 |
| Cody Reitz | 698-6957 |
| Darcie Tempel | 671-4012 |
| Deb Christensen | 671-3956 |
| Cindy Ripley | 861-8107 |
| Terri Bolotas | 435-749-9193 |
| Tracey Sherner | 855-7387 |
| David Roth | 599-6219 |
| Mike Groscop | 208-4198 |
| Callie Clark | 861-2338 |

MontanaFair

Entertainment Lineup

MontanaFair opens its nine day run with a number of new shows, new displays, and a great mix of new and classic acts.

This year all concerts at MontanaFair are part of the Pepsi Entertainment Series. Big Sky Pepsi and the Dimich family signed an agreement to sponsor all concerts and entertainment events in the First Interstate Arena at MontanaFair.

MontanaFair's first of three concerts kicks off Friday, August 11, with rock group, Chevelle.

The Pepsi Entertainment Series on Saturday, August 12, will have an evening with country superstar, Carly Pearce.

Sunday, August 13, the Pepsi Entertainment Series invites Ludacris to the First Interstate Arena stage.

On Tuesday, August 15, Octane Addictions Big Air Bash heats up the First Interstate Arena.

The Yellowstone River Roundup PRCA Rodeo, sponsored by Shipton's Big R, will cap off the MontanaFair evening entertainment with performances on August 17, 18, and 19 at the First Interstate Arena. The Yellowstone River Roundup was named Montana Pro Rodeo of the Year in 2016.

Tickets are available at MetraPark Box Office, MontanaFair.com, and MetraPark.com. All arena performances begin at 7pm.

There is also plenty of free entertainment at MontanaFair. Thistle & Lace will perform nightly at the Montana Lottery Winners Club. You can also see WildWind and Kelly McDonald Band daily at the Stink Blossom Stage. Louie Foxx and The Throw Zone with Jeremiah will be at the By All Means Brewing Stage. Stunt Dogs will also be a huge attraction at Billings Clinic Kids World in Montana Park. Adding excitement to the grounds are strolling acts Mango and Dango and Animal Cracker Conspiracy.

Enjoy hours of fun at the Mighty Thomas Carnival, a longtime tradition at MontanaFair. This year they're returning with many favorite rides,

including the Tilt-a-Whirl, Scrambler, Merry-Go-Round, and towering Century Wheel. Also, look for the Martian Maze and Monster Trucks for kids, and another popular youth ride, the Frog Hopper. The Beach Party, a two level walk-through, laugh-throughout, fun house makes its first appearance at MontanaFair this year. The "Star Tower" thrill ride and "Black Out" will be returning to MontanaFair midway again this year.

There's more great action at MontanaFair this year with the Draft Horse Expo on August 12 and 13 in the infield and following will be DigItDays on August 18 and 19.

Some 10,000 exhibitors show their "stuff" at the fair and it's always fun to see what they've created, grown, and done in the past year. Take time to shop and visit the dozens of booths inside and outside the Montana Pavilion. You never know what you'll find. MontanaFair offers tons of daily deals and discounts.

We've only scratched the surface in the Media Kit. For more information on MontanaFair, check out the website at www.montanafair.com.



Sunrose

Don't miss Sunrose opening for Chevelle on Friday, August 11.

Since their inception in early 2020, Sunrose have shared a deep fascination with the concept of self-immolation: the act of setting oneself on fire, often as a form of sacrifice or protest. In all of the music they create—and in their wildly frenetic live show—the four-piece band fully channels fire's unpredictable power, delivering a potent breed of alt-rock that's equal parts exhilarating and dangerous and undeniably hypnotic. Rooted in the explosive musicianship of vocalist/guitarist Jaxon Rose, multi-instrumentalist Stephen Swanson, bassist Tripp Bowers, and drummer Jax Kemp, Sunrose endlessly merge the reckless passion of rock-and-roll, crushing intensity of classic metal, and sonic expansiveness of psych-rock into a one-of-a-kind sound that's immediately essential.

With its members based in Texas and Los Angeles, Sunrose emerged from a series of strangely charmed coincidences. A near-lifelong musician who spent his childhood in both the Caribbean and New York, Swanson first met Rose while the two were living in the same apartment building in downtown L.A. "I heard Jaxon playing guitar through my window, then went and found him and asked if he wanted to jam," recalls Swanson, who plays guitar, piano, saxophone, and harmonica. Born in New Zealand but mostly raised in Houston, Rose had moved to L.A. as a teenager and worked a number of odd jobs (including a brief stint playing Spider-Man on Hollywood Boulevard) before deciding to pursue his passion for music. Not long after crossing paths with Kemp at a party, the two began meeting up weekly to jam and instantly discovered a powerful chemistry that grew even stronger once Swanson joined the fold. "Before I met Jaxon I'd go to this rehearsal studio near my place and rent out a room by the hour, just to play drums like I did when I was younger," says Kemp, a small-town Kentucky native who took up drumming in sixth grade. "The first time Jaxon and Stephen and I all got together, we played for about four hours straight. I remember walking out thinking, 'That's the best I've ever played music in my life.'" When it came time to find a bass player, the band reached out to Bowers, a longtime friend of Rose's who'd grown up on a ranch in Texas, moved to California at age 13 when his father entered a seminary, and later began modeling for leading fashion houses like Yves Saint Laurent in Europe and New York. "Before the band, I'd never played music at all," says Bowers. "But once I heard what they were doing, I knew I had to get involved—it had so much heart and soul, I got the next flight home from New York and bought a bass as fast as I could. I'd never felt so compelled to be a part of something in my life."

With the lineup solidified in the early days of lockdown, Sunrose next moved into a 400-square-foot apartment together and threw themselves into writing their first batch of songs. "I remember thinking, 'The whole world might be burning, but this is going really well,'" says Swanson. Late that summer, Sunrose played their first show at a dive bar in East Los Angeles, laying down a blistering performance whose raw ferocity was magnified by a 4.6 earthquake mid-set. Quickly making their name as an incendiary live act, they soon began playing shows all over L.A.—including a now-legendary sold-out headlining gig at the iconic Whisky a Go Go in which a blackout hit the Sunset Strip several songs into their set. "We continued the show acoustically at the drop of the hat, and kept that energy going even without any power," Rose points out. After turning heads at another crowd-thrilling show, at the famed Stubb's Austin in early 2023, Sunrose landed their deal with Crush Music just in time for the completion of their forthcoming debut album.

Building on the unbound vitality of their 2021 self-titled debut project, Sunrose's first full-length marks a major leap forward for the band, unfolding in bigger hooks and grittier riffs and more commanding rhythms. In bringing the self-produced album to life, the band worked at Austin Music Group (Swanson's Austin-based studio) and deliberately took their time to sculpt the most dynamic sonic atmosphere for their songs—ultimately arriving at a glorious onslaught of cathartic meditations on the state of the world and the search for transcendence. "When this collective of people first came together, not only did our ideas about music mesh—our ideas about the world completely meshed as well," says Rose. "A lot of bands right now hold themselves back from saying what they want to say, but very early on we all decided, 'If no one else is willing to bang down the doors and take any kind of risk with their music, we'll do it.' We just want to create something that helps people to feel more awake and alive, and we bring that energy into every single thing we do."



Ludacris Sunday, August 13

MontanaFair is ready to have an evening with Ludacris!

The career of the multitasking CHRIS “LUDACRIS” BRIDGES can best be described as remarkable. As a recording artist, he has sold more than 24 million albums worldwide, thanks to the blockbuster success of such singles as “Stand Up,” “Get Back,” “Southern Hospitality,” “Number One Spot,” “Money Maker” and “My Chick Bad.” All of these records were accompanied by ingenious videos that demonstrated Bridges’ far-reaching imagination, and his willingness to stretch the boundaries of what rap videos should look and feel like.

With an unrivaled match of lyrical acumen, wit, and imagery, Ludacris has solidified himself as one of music’s premier entertainers. His versatility and artistic complexity also enabled him to make a seamless transition to acting, including the fan favorite role of “Tej” in Universal Pictures’ box office phenomenon Fast & Furious franchise where he was introduced for the first time in 2003 in 2 Fast 2 Furious. He will reprise his role of “Tej” for the seventh time in Fast X, which is set to release May 20, 2023.

His other notable feature film credits include Garry Marshall’s ensemble comedy New Year’s Eve, Ivan Reitman’s romantic comedy, No Strings Attached, Paul Higgin’s Crash which received an Academy Award for Best Picture in 2006 and Hustle & Flow which earned Bridges a SAG Award for Outstanding Performance by a Cast in a Motion Picture. As a father of four girls, his latest ventures fittingly include launching his educational platform devoted to the enrichment of children called “KidNation”. In addition, Bridges created the animated series KARMA’S WORLD which launched in the Top 10 in 42 countries on Netflix, received two NAACP Award nominations and is already on its fourth season. The series for children ages 6-9 is a coming-of-age story about a young Black girl finding her voice and using it to change her world -- originally inspired by Chris’s oldest daughter Karma and based on the interactive educational website of the same name created by Karma’s World Entertainment in 2009.

A consummate businessman, Ludacris is enjoying success outside of entertainment. One of his most successful ventures includes opening his long-anticipated restaurant “Chicken-n-Beer” at the Hartsfield-Jackson Atlanta Airport with a new location opening at LAX in 2023.

Bridge’s philanthropic efforts rival his entertainment accomplishments. He started The Ludacris Foundation in 2001 which focuses on helping the youth in his hometown of Atlanta and has partnered with No Kid Hungry and Feeding America.

Tickets are \$115 for Gold seating, \$75 & \$55 for reserved and \$35 for general admission. Show starts at 7pm.



DJ Infamous

Opening for Ludacris on Sunday, August 13 is DJ Infamous.

DJ Infamous, born Marco Rodriguez, has carved an indelible path in the music industry as a celebrated DJ, producer, and influential figure. Hailing from Atlanta, Georgia, Infamous emerged as a key player in the realm of hip-hop and urban music, renowned for his seamless mixes, innovative productions, and unparalleled ability to command any crowd.

With an innate talent for curating the perfect musical atmosphere, DJ Infamous quickly rose to prominence in the early 2000s. His electrifying sets became sought-after highlights at some of Atlanta’s hottest nightclubs, eventually catapulting him to larger stages and collaborations with A-list artists. Infamous’s exceptional ear for blending genres and his innate knack for reading his audience’s energy led him to become an in-demand DJ for high-profile events, concerts, and radio shows.

However, it was DJ Infamous’s work as a producer that solidified his influence within the industry. His collaborations with chart-topping artists yielded hits that resonated with listeners worldwide. Infamous’s production credits spanned hip-hop and R&B, contributing to the success of tracks that became anthems of their time.

Beyond the turntables and studio, DJ Infamous’s impact extended to philanthropy and community engagement. He became an advocate for empowering the youth and supporting local communities, using his platform to give back to the city that nurtured his talents.

With a career spanning decades, DJ Infamous remains a dynamic force that continues to shape the music landscape. His legacy is one of innovation, versatility, and an unwavering dedication to pushing the boundaries of creativity in the world of music.



Notes

Octane Addictions Big Air Bash Tuesday, August 15

MontanaFair is teaming up with Octane Addictions to present Big Air Bash on Tuesday, August 15 at 7pm at the First Interstate Arena.

Octane Addictions Big Air Bash is an adrenaline-fueled event that brings together the most daring motocross riders for a jaw-dropping display of mind-boggling stunts and high-flying action. This extravaganza is a paradise for thrill-seekers, attracting thousands of spectators from near and far who come to witness the fearless feats performed by these gravity-defying athletes.

From backflips to Superman grabs, the event showcases a variety of mind-blowing tricks that push the boundaries of what is humanly possible on a dirt bike. These death-defying maneuvers demonstrate the physical and mental strength possessed by these riders, who possess a passion and addiction to adrenaline that sets them apart from the rest.

Octane Addictions Big Air Bash is not just about the riders, but also about the sense of community and camaraderie that exists among the motocross enthusiasts. It brings together riders, fans, and sponsors who share a common love for the sport and a hunger for adrenaline. It provides an opportunity for like-minded individuals to connect, exchange stories, and revel in the spectacular displays of talent and courage. Safety is paramount at the Big Air Bash, with strict measures in place to ensure both rider and spectator well-being. Professional medical staff and expert safety personnel are on-site to provide immediate assistance if needed, guaranteeing that the event is as exhilarating as it is safe. For riders and fans alike, Octane Addictions Big Air Bash is an unmissable event that encapsulates the spirit of motocross. It celebrates not only the skill and talent of the riders but also the audacious pursuit of adrenaline and the freedom that comes with it. So, mark your calendars and prepare to be amazed as these daredevils take flight, defying gravity and leaving an indelible impression on all who witness their prowess at this unforgettable event.

Tickets range from \$19-25 for reserved seating, \$16 for adult general admission, and tickets for children 6-12 are \$11.50 general admission. Children 5 and under are admitted free in general admission.

Notes



ValuPass offers 7 shows plus gate admission for \$119

The ValuPass is without a doubt the best deal at MontanaFair! Only \$119 for seven nights of entertainment and gate admission all nine days!

This year's ValuPass includes general admission for all 7 night shows in the First Interstate Arena.

Tickets can be upgraded to premium and reserved seating for an additional fee.

Gate admission is included every day and the pass is transferable, so ValuPass holders can share the fun with family and friends.

The ValuPass can be purchased in person at the MetraPark Box Office, online at montanafair.com, or by calling the Box Office at 800-366-8538 or 406-256-2422.

A blue rectangular graphic with white text. The text reads: "Buy the ValuPass" in large font, followed by "7 SHOWS" and "Plus Gate Admission For ALL Nine Days!" in smaller font. A white horizontal line is positioned below the "ValuPass" text.

Notes

Western Ranch Supply Expo

The animals are all over the grounds, but you can see animals most anytime in the Western Ranch Supply Expo. The home of the “most comfortable animals in Montana,” says former MontanaFair General Manager Bill Dutcher. Over 63,000 square feet of air-conditioned space await animals and guests.

From cattle and goats, to pigs, sheep, and chickens, you’ll find them in the WRS Expo. Please wash your hands when you come in contact with animal areas. VIP Services stocks restrooms and provides handwashing stations throughout MontanaFair where people and animals come together. Handwashing prevents the potential spread of disease.

Animals are always one of the biggest attractions every year at MontanaFair. Western Ranch Supply is a primary supplier to ranchers in Montana, Wyoming, and the western part of the Dakotas and features a large line of animal care and handling products.

Keep in mind when you visit the Expo, animals shown on the floor of the building are in competition and being judged. Often you will see animals being prepared for their turn in the show ring. Please allow the judges and contestants space to do their work.



MontanaFair Draft Horse Expo

Equine enthusiasts and fairgoers alike will love these gentle giants as they perform.

This heavy horse extravaganza can be seen in the infield.

Entries compete head to head with each other in classes for carts, tandems, unicorns, teams and fours. The sea of horses, harness and wagons is a spectacular sight!

The 2023 Draft Horse Expo will begin with a performance on Saturday, August 12 starting at 12pm- 5pm and continue on Sunday, August 13 10am-5pm.

Premiums for this event will be paid to three places:
1st- \$300.00, 2nd- \$200.00, 3rd - \$100.00.

Buckle to 1st place winner in each class. Ribbons awarded in each class to 1st – 3rd place. Junior Classes: Premiums for these classes will be paid to three places, 1st- \$150.00; 2nd - \$100.00; 3rd \$50.00.

The Montana Draft Horse & Mule Association will provide trophy belt buckles for the Junior Classes.



More Fun

Montana Harvest Haven

MSU Yellowstone County Extension, North40Ag, and MetraPark have teamed up to create a unique garden at the MetraPark facilities.

A space covered with a cement pad for over 20 years will someday sustain several Montana crops that are common in Montana, as well as specialty crops that may not be grown as commonly in our area. The crop garden will have corn, sugar beets, wheat, and some uncommon crops such as grapes, hops, and several varieties of berries. This space will be used for education, such as the Ag in The Classroom program, The Soil your Undies event, and Master Gardener and Horticulture classes.

Visitors at the MontanaFair will have the chance to tour the space, and local producers will be showcased with their stories of growing crops in our community. Harvest Haven will be developed in stages.

For the summer of 2023, the space will be cover cropped with peas; in an adjacent garden area, we will plant small boxes of local crops such as corn, wheat, and alfalfa. In addition to Harvest Haven, Yellowstone County Extension will provide garden space and resources for local youth and their families at risk of becoming homeless or no longer having a home. The hope is that this space can benefit community members from across the county, with opportunities for agriculture and horticulture education and skill building.

The project was initiated in early 2023; Harvest Haven is 220' x 72'; initially, it contained remnants of the old concrete pad, and the soil conditions were poor. This spring MetraPark staff utilized footing from horse barns to fill the space.

Once the cover crop is planted it will be left until next year when it will be incorporated into the soil before planting again in 2024.

With the addition of peas to the area, the cover crop will fix nitrogen and add additional nitrogen needed when we seed our future crop garden. This will be a multi-year process as we build off the soil's productivity and plant shrubs, trees, hops, and more in the non-traditional crop area. We will continue to document the process and encourage everyone to go check out the space at the upcoming fair in August of 2023.

Harvest Haven Tent Schedule:
Tent hours Noon-7pm daily

August 12 - Wild, Edible & Medicinal Plants
August 13 - Urban Forestry
August 14 - Insects are Important
August 15 - All About Compost
August 16 - Learn about Harvest Haven
August 18 - What's the Buzz about Bees?
August 19 - Trailhead Cattle Women



Heritage Park

MontanaFair is proud to announce the introduction of Heritage Park, an innovative feature set to transform the fair experience for the community.

This new area aims to provide added value and encourage community involvement, enhancing the MontanaFair experience. Heritage Park at MontanaFair is more than just an addition to the fairgrounds. It's a testament to the fair's commitment to creating an immersive, interactive, and inclusive environment for all attendees.

In addition, Heritage Park will serve as a platform for community involvement. MontanaFair has always reflected the community's spirit, and with the introduction of Heritage Park, it reaffirms its commitment to fostering this connection.

Attendees can participate in various activities that celebrate the essence of Montana, its rich history, and its thriving culture.

Make sure to check out the TeePee's on grounds for a limited time. August 11-15, and Miniature Livestock will be at MontanaFair on Thursday, August 17.

Heritage Park Tent Schedule:
Tent hours Noon-7pm daily

August 12 - MSUB STEM
August 13 - Magic City Fly Fishers
August 14 - Montana Audubon Center
August 15 - USDA Natural Resources Conservation Service presenting Soil Health & Gardening
August 17-19 - Live Chainsaw Artwork

At MontanaFair all week in Heritage Park is Project Donkey!



More Fun

FairTivity Tent

MontanaFair, the state's premier summer destination for family fun, has revealed its latest attraction, the "FairTivity Tent." This new addition to the fair's lineup of attractions is explicitly designed for the enjoyment and education of kids, fostering community involvement and providing a unique learning environment.

The FairTivity Tent is different from your average carnival tent. It's a space dedicated to the spirit of fun, creativity, and education. It will be a hub of entertaining and educational activities, promoting the engagement of the community's children positively and interactively.

With the introduction of the FairTivity Tent, MontanaFair continues to bolster its commitment to offering attractions that serve the community beyond providing entertainment. The fair's organizers understand the importance of community involvement and have designed the FairTivity Tent to be a platform that fosters such engagement.

FairTivity Tent Schedule
Open Noon - 7pm daily

- August 12 - Big Sky Cornhole Tournaments
- August 13 - Boys & Girls Club Virtual Reality Games
- August 14 - Big Sky Reptiles
- August 15 - Fit4Mom Billings
- August 17 - Fish Wildlife & Parks
- August 18 - Wise Wonders Children's Museum
- August 19 - Big Sky Cornhole Tournaments



Verizon Spidernet

MontanaFair, in partnership with Verizon, has taken a significant step towards enhancing the attendee experience by bolstering cellular strength across its fairgrounds. Leveraging cutting-edge technology and network solutions, this collaborative effort aims to provide fairgoers with seamless connectivity and improved mobile experiences during their visit.

Through strategic infrastructure enhancements, such as the deployment of advanced 5G capabilities and optimized network architecture, MontanaFair and Verizon are addressing the challenge of high cellular demand that often accompanies large events. This initiative not only facilitates faster data speeds but also ensures that attendees can easily share their fair experiences, stay connected with loved ones, and access digital services without disruptions.

By investing in improved cellular strength, MontanaFair and Verizon are not only elevating the overall event experience but also catering to the modern expectations of connectivity that attendees bring with them. This collaboration demonstrates a commitment to embracing technological advancements and accommodating the digital needs of fairgoers, ultimately contributing to a more enjoyable and connected experience at MontanaFair.



More Fun

Verizon COW

MontanaFair represents a significant challenge for emergency services in our community. The fair sits between two Verizon cell towers and nearly destroys cell coverage in the area almost every moment the fair is open.

Yellowstone County Department of Emergency Services Director KC Williams said, "Public safety in our community is impacted when MontanaFair is in operation. The huge crowds negatively impact cell coverage in the eastern part of Billings by making it very difficult for people to complete a call."

Verizon has more than 70% of cell usage in Yellowstone County. Their towers and service are most impacted during the fair.

MontanaFair and Verizon created a plan in 2021 to fix this problem. The two groups worked together to create a solution to the challenge by setting up a COW for the fair. The Verizon COW (Cellular on Wheels) device is a mobile cell system which can be deployed in certain locations with very specific technical requirements.

In 2021, Media coverage on local television showed that the Verizon equipment was on every television station in town. One station that uses cell coverage as their gateway to getting on air with their broadcast utilized the Verizon equipment and highlighted its flawless performance. Yellowstone County Department of Emergency Services added to the technology upgrade with a portable high power hot spot. This allowed for an increase in the coverage area over the fair's 189 acres.

Public safety was thrilled with the outcome of the program. No reported dropped calls and Facebook and Instagram worked better than ever on the fairgrounds. This plan will be implemented again for this year's 2023 MontanaFair.

Improvements in technology are something all properties are looking to accomplish. Getting a donated COW from America's leading cellular company for a sponsorship tie is certainly unique and innovative in our part of the country.

Verizon's COW with full fiber hookup operates behind First Interstate Arena.



More Fun

Fair Food Map

101-104 - C&C Concessions
Corn Dogs, Jalapeno Corn Dogs
Ice Cream Bowls, Funnel Cakes, Cheese Curds

201- Wagon Wheel Kettle Korn
Kettle Corn

202 - Opa Grill
Authentic Greek Food

203 - Mountain Mudd
Gourmet Coffee

204 - Dippin Dots Ice Cream
Novelty Ice Cream

205-206 - It's Roasted
Sushi Burritos & Sushi Nachos

207 - Snow Drift Snow Cones
Snow Cones

208 - Honeybee Lemonade

223-224 - CHB Entertainment
Giant Short Ribs & Curly Fries

302- Pink Ribbon Treats
Fried Ice Cream

303- Levandowski Concessions
Indian Tacos, Fry Bread

304 - Sweetened
Cotton Candy, Rock Candy

304- 305 - Sons of Norway
Vikings, Norskies, Lefsa

305- B-Town Cookie Shack Cookies,
Milk and Water

307 - Railside Diner
Turkey Legs

308 - Taste of Asia
Sushi, Fried Noodles, Egg Rolls

309- High Plains Concessions
Bourbon Chicken Skewers

401

402

501

502

503

207

208

209

210

211

211.5

212

213

214

215

216

217

218

219

220

221

222

223

224

302

304

305

306

307

308

309

310

311

312

313

314

401

402

501- MetraPark
Smore's Fries, Garlic & Spicy Cheese
Curds, Chicken and Waffle Cones

502 - Brockel's Chocolates Inc.

503 -Fazackerley Fudge & Candy

207-208 - C&C Concessions
Corn Dogs, Jalapeno Corn Dogs
Ice Cream Bowls, Funnel Cakes, Cheese Curds

209- Wagon Wheel Kettle Korn
Kettle Corn

210 - Opa Grill
Authentic Greek Food

211 - Mountain Mudd
Gourmet Coffee

212 - Dippin Dots Ice Cream
Novelty Ice Cream

213-214 - It's Roasted
Sushi Burritos & Sushi Nachos

215 - Snow Drift Snow Cones
Snow Cones

216 - Honeybee Lemonade

217-218 - C&C Concessions
Corn Bogs, Caramel Apples, Popcorn

219 - Stuff'd
German & Russian Meat Pies

220-221 - Levandowski Concessions
Corn Dogs, Fries, Pretzels, Sausages, Fried
Cheese on a stick, Batter Dipped Sausages

222 - Guttbusters Cowpies
Lemonade, Pretzels, Corn Dogs

223 - Giovanni's Concessions
New York Italian Sausage

224 - The Rollin' Donut
Mini Donuts

225 - Cowboy's Wood Fire Pizza
226 - Cowboy's BBQ
BBQ Brisket, Pork Parfait

227 - Snow Drift
Flavored Snow, Snow Cones

228-229 - CHB Entertainment
Giant Short Ribs & Curly Fries

230- Pink Ribbon Treats
Fried Ice Cream

231- Levandowski Concessions
Indian Tacos, Fry Bread

232 - Sweetened
Cotton Candy, Rock Candy

233- 234 - Sons of Norway
Vikings, Norskies, Lefsa

235- B-Town Cookie Shack Cookies,
Milk and Water

236 - Railside Diner
Turkey Legs

237 - Taste of Asia
Sushi, Fried Noodles, Egg Rolls

238- High Plains Concessions
Bourbon Chicken Skewers

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

Food Vendor List

| <u>Food Vendor</u> | <u>Location</u> |
|--|-----------------|
| C&C Concessions LLC Food Theme: American Primary Food Item(s): Foot Long Corn Dogs, Jalapeno Corn Dogs | 101-102 |
| C&C Concessions LLC Food Theme: American Primary Food Item(s): Ice Cream Bowls | 103 |
| C&C Concessions LLC Food Theme: American Primary Food Item(s): Funnel Cakes, Elephant Ears, Cheese Curds | 104 |
| Wagon Wheel Kettle Corn Food Theme: American Primary Food Item(s): Kettle Corn | 201 |
| Opa Grill Food Theme: Greek Primary Food Item(s): Gyros | 202 |
| Mountain Mudd Food Theme: Coffee Primary Food Item(s): Specialty Coffee Drinks Hot & Cold | 203 |
| Dippin Dots Food Theme: American Primary Food Item(s): Unique Ice Cream | 204 |
| It's Roasted Food Theme: American Primary Food Item(s): Specialty Coffee Drinks Hot & Cold | 205-206 |
| Snow Drift Snow Cones Food Theme: American Primary Food Item(s): Flavored Snow/Sno Cones | 207 |
| Honeybee Lemonade Food Theme: American Primary Food Item(s): Lemonade | 208 |
| C&C Concessions LLC Food Theme: American Primary Food Item(s): Corn Dogs, Hot Dogs | 209 |

| | |
|---|---------|
| C&C Concessions LLC Food Theme: American Primary Food Item(s): Caramel Apples, Popcorn | 210-211 |
| Stuff'd Concessions Food Theme: German Primary Food Item(s): German and Russian Meat Pies | 212 |
| Levandowski Concessions Food Theme: American Primary Food Item(s): Fresh Cut Fries, Soft Pretzels | 213 |
| Levandowski Concessions Food Theme: American Primary Food Item(s): Batter Dipped Sausages, Corn Dogs | 214 |
| Guttbusters Food Theme: American Primary Food Item(s): Cowpies | 215 |
| Levandowski Concessions Food Theme: American Primary Food Item(s): Batter Dipped Sausages, Corn Dogs | 216 |
| Levandowski Concessions Food Theme: American Primary Food Item(s): Fresh Squeezed Lemonade, King Sized Pretzels | 217 |
| Giovanni's Concessions Food Theme: Italian Primary Food Item(s): NY Italian Sausages | 218 |
| The Rollin' Donut Food Theme: American Primary Food Item(s): Mini Donuts | 219 |
| Cowboys Wood Fired Pizza Food Theme: American Primary Food Item(s): Wood Fired Pizza | 220 |
| Cowboy's BBQ Food Theme: BBQ Primary Food Item(s): BBQ Brisket, Pork Parfait | 221 |
| Snow Drift Snow Cones Food Theme: American Primary Food Item(s): Flavored snow, Snow Cones | 222 |

CHB Entertainment LLC 223-224
 Food Theme: BBQ
 Primary Food Item(s): BBQ Brisket, Pork Parfait

Pink Ribbon Treats 302
 Food Theme: American
 Primary Food Item(s): Fried Ice Cream, Fried Twinkies, Slushies

Levandowski Concessions 303
 Food Theme: American
 Primary Food Item(s): Wilcoxson's Hard Ice Cream Treats

Sweetened 304
 Food Theme: Snacks
 Primary Food Item(s): Cotton Candy Assorted, Rock Candy

Sons of Norway 305
 Food Theme: Norwegian
 Primary Food Item(s): Vikings, Norskies, Lefse

B-Town Cookie Shack 306
 Food Theme: American
 Primary Food Item(s): Cookies, Milk and Water

Railside Diner 307
 Food Theme: American
 Primary Food Item(s): Turkey Legs

Taste of Asia 308
 Food Theme: Oriental
 Primary Food Item(s): Various Sushi, Fried Noodles

High Plains Concessions 309
 Food Theme: American
 Primary Food Item(s): Bourbon Chicken Skewers

I'm Craving BBQ 310
 Food Theme: BBQ
 Primary Food Item(s): Brisket, Mac n Cheese

Texas Twister 311
 Food Theme: American
 Primary Food Item(s): Lemonade

Blissful Bowlz 312
 Food Theme: American
 Primary Food Item(s): Açaí Bowls

Big Papa Concessions 313
 Food Theme: American
 Primary Food Item(s): Old Fashioned Sodas

Rollin' Ritos 314
 Food Theme: Mexican Asian Fusion
 Primary Food Item(s): Sushi Burritos and Nachos

Surfer Joes 401
 Food Theme: American
 Primary Food Item(s): Burgers, Beer, Mixed Drinks

Tiki Hut 402
 Food Theme: American
 Primary Food Item(s): Mixed Fancy Drinks

MetraPark Concessions 501
 Food Theme: American
 Primary Food Item(s): Popcorn, Taco in a Bag

Brockel's Chocolates Inc. 502
 Food Theme: Snacks
 Primary Food Item(s): Candy Novelties

Frzackerley Fudge & Candy 503
 Food Theme: Snacks
 Primary Food Item(s): Assorted Fudge Candies, Caramel Apples

4-H Ice Cream Expo
 Food Theme: American
 Primary Food Item(s): Ice Cream

4-H Fun

Thursday, August 10

4 pm 4-H Horse Division 70, Class 1; Division 71, Class 1-5; Champion of Champions - SuperBarn

Friday, August 11

Sneak a Peek!

8:30 am 4-H Horse Division 70, Class 2-41 - SuperBarn

8:30 am 4-H Horse Division 70, Class 47-51 - SuperBarn

5 pm 4-H Pocket Pet Show - WRS Expo

Saturday, August 12

8 am 4-H Cavy Showmanship & Show - WRS Expo

8:30 am 4-H Horse Division 70, Class 42-46 - SuperBarn

8:30 am 4-H Horse Division 70, Class 52-58 - SuperBarn Outdoor Arena

9:00 am 4-H Rabbit Showmanship - WRS Expo

11 am 4-H Non-Livestock Exhibits on Display - WRS Expo

5 pm 4-H Breeding Sheep Classification followed by Sheep and Goat Pictures - WRS Expo

Sunday, August 13

8 am 4-H Poultry Showmanship, Egg Show, Junior Pigeon Show, Fancy Feathers, Game and Ornamental Bird, Meat Pen, Market Breeds, Turkeys, & remaining Poultry - WRS Expo

10 am 4-H Market Steer Ultrasound - WRS Expo

11 am 4-H Non Livestock Exhibits on Display - WRS Expo

1 pm 4-H Market Lamb Ultrasound

1 pm 4-H Market Goat Ultrasound - WRS Expo

6:30 pm 4-H Quiz Bowl - WRS Expo

Monday, August 14

9 am 4-H Meat Goat Showmanship Show; 4-H Breeding Meat Goat Show - WRS Expo

11 am 4-H Archery Shoot - SuperBarn

1 pm 4-H Beef Showmanship - WRS Expo

1 pm 4-H Breeding Beef Show begins 30 minutes after the conclusion of Showmanship; Dairy Cattle Showmanship - WRS Expo

5 pm

Tuesday, August 15

9 am 4-H Market Steer & Market Heifer Show -WRS Expo

11 am 4-H Non Livestock Exhibits on display - WRS Expo

1 pm 4-H Sheep Showmanship, Market, Breeding Show - WRS Expo

4 pm 4-H Small Animal Round Robin Training Clinic - WRS Expo

6:30 pm 4-H Annual Awards Program - WRS Expo

Wednesday, August 16 Kids Day

8:30 am 4-H Dairy, Pygmy, Angora and Meat Breeding Goat Shows, followed by Goat Cart Class - WRS Expo

11 am 4-H Non Livestock Exhibits on display - WRS Expo

1 pm 4-H Foods Festival/Edible Arts/Stir Ups Contest - WRS Expo

2 pm 4-H Swine Showmanship & Pictures - WRS Expo

6:30 pm 4-H Costume Animal Parade -WRS Expo

Thursday August 17

8 am 4-H Market Swine and Breeding Show - WRS Expo

2 pm 4-H Llama/Alpaca Show (Halter & Showmanship) - WRS Expo

2 pm 4-H Llama/Alpaca/Goat Obstacle Course - WRS Expo

3 pm 4-H Small Animal Round Robin - WRS Expo

Friday, August 18

Service to America Day

10 am 4-H Large Animal Round Robin (Beginner, Junior, Senior) -WRS Expo

11 am 4-H Non Livestock Exhibits on Display - WRS Expo

2 pm 4-H Beef Fitting Contest (or after Round Robin has finished) followed by Livestock Judging Clinic - WRS Expo

6:30pm 4-H Department A (Livestock) Awards - WRS Expo

Saturday August 19

11 am 4-H Non Livestock Exhibits on Display - WRS Expo

11 am 4-H Junior Livestock Sale Preview - WRS Expo

11:30 am 4-H Junior Exhibitor and Buyer Lunch - Montana Lottery Winners Club

12:30 pm Patrick K. Goggins Junior Livestock Sale - WRS Expo

For more information on 4-H, contact Roni Baker at 406-698-6838 or 406-256-2828.

Youth Art

Montana kids have talent, and if you need proof, check out the Youth Art Show in the 4-H Building next to the Art Barn(Cedar Hall). All of the art in the show was created by youngsters ages 3-18.

Entries include everything from finger painting by the youngest artists to jewelry making. Visit the gallery to check out drawing, painting, sculpture, ceramics, photography, and mixed media art. The quality and creativity of the art is often a surprise to visitors.

High school seniors have the opportunity to win one of four \$100 scholarships awarded during the fair. The scholarship entries must include three selections of artwork using different media that students created during the previous year. Scholarship winners are announced Saturday, August 12 at noon.

The Youth Art Show is located in the 4-H Building and is open from noon to 9pm daily.

Check out Youth Art daily for fun demonstrations.

For more information, contact Monica Anderson at 406-690-2943 or fatkitties@gmail.com



Youth Art at MontanaFair has introduced an engaging twist this year with a People's Choice Award. Attendees can participate by scanning a QR code, allowing them to vote for their top three favorite art pieces, making the artistic celebration even more interactive and inclusive.

A graphic with an orange border. At the top, the text "PEOPLE'S CHOICE YOUTH ART" is written in large, bold, orange letters. Below this, smaller text reads: "Scan this QR code and choose your 3 most favorite pieces of art (using the number in the top right of the entry tag) - Winners will be announced Friday, August 18th". In the center is a large QR code. To the left of the QR code is a blue paintbrush. Below the QR code is a black button with a white smartphone icon and the text "SCAN ME". To the right of the QR code is an easel with a painting of a pink flower and a paint palette.

MontanaFair History

1916 was the start of something spectacular. It was the year of the first Midland Empire Fair. This fair promised to have the finest agricultural, livestock, and industrial exhibits ever seen. The Midland Empire Fair brought together communities from all over Montana and Northern Wyoming. This allowed people to show off their projects they had been working on all year in hopes of winning a blue ribbon and some recognition. With great excitement for this new endeavor, the fair board made special arrangements with the Northern Pacific Railroad to run a train from the depot to the fairgrounds. This arrangement gave special rates for riders of the train to travel back and forth from the fair to home.

With great success, the fair continued to grow over the years but in 1919, it was bigger and even more elaborate than years prior. This 4th annual fair had several counties of Northern Wyoming involved in showing exhibits and livestock. Wyoming recognized that the Midland Empire Fair was a great advertising tool in the northwest.

Midland Empire Fair housed the finest livestock in the region and people traveled from all over. Soon, Montana started becoming known as a state in which purebred livestock was a specialty. Not only were there exhibits and livestock but also the attractions of horseracing and rodeo. The annual horserace drew in thousands and the rodeo brought in cowboys from all over the nation. Both types of riders competed for the largest purses awarded to winners.

The fair was a destination for exhibitors and a place where all the citizens from different counties could exchange helpful advice. They were able to discuss what worked for them and why, as well as explain what didn't work.

After having the name Midland Empire Fair for nearly 60 years, the fair board decided it was time for a name change and rebranded the fair as the Yellowstone Exhibition. The board felt that changing the name would help those that weren't really sure what or where the Midland Empire was. Having Yellowstone in the name made the area more distinguishable. Also, they used exhibition instead of exposition because Great Falls used that in their name.

In 1969 came a great tragedy when the original Midland Empire Auditorium burned down. Though it was sad to see it go, the board used it as an opportunity to create a new facility that could be used year round and host more events than just an annual fair. Seven years later, the Metra was constructed. The name Metra came from an acronym for Montana Entertainment Trade and Recreation Arena.

The Yellowstone Exhibition lasted 14 more years until transitioning into the MontanaFair we have today here at MetraPark. Although the name has changed, the event still stays true to the original mission of celebrating agriculture and education and has become the largest event in Montana with 250,000 visitors annually.

Midland Empire Fair



Kids Day with Wendy's

When people think of MontanaFair, the smells of funnel cakes and corn dogs come to life, the bright lights of the Midway appear and the sound of laughter fills the air. Many of those laughs come from kids giggling after getting off a ride or winning big at one of the many carnival games. This year you will hear the laughter the loudest on Wendy's Kids Day taking place Wednesday, August 16. On this day, Wendy's is providing free admission for children 12 and under at MontanaFair.

Wentana, the local Billings based Wendy's franchise group, is excited to be the Kids Day sponsor for the second year in a row and takes pride in giving back to the communities it calls home. Its community outreach can be seen across various sponsorships and partnerships including Big Sky State Games, Saturday Live and each sporting event played at Wendy's Field at Daylis Stadium.

Wentana also actively supports the Dave Thomas Foundation for Adoption, a national public charity, and its tireless efforts to find permanent loving homes for the children in the foster care system anxiously waiting for their forever families.

Montana has two full time Wendy's Wonderful Kids recruiters who are focused exclusively on moving Montana children out of foster care into permanent, adoptive placements with loving families.

These recruiters are funded by local in-store fundraising campaigns such as selling Frosty key tags and Halloween Frosty coupon books as well as the A Waiting Child Golf Classic held every August in Billings.



Billings Clinic Kids World

The Billings Clinic Kids World has expanded to feature 32 rides, attractions, and games sure to entertain the young ones in your family.

Seeing smiles on the faces of children is the end goal of both MontanaFair and Billings Clinic.

The additional rides and smiles from the partnership makes the 2023 MontanaFair even more special for kids. You can visit the Billings Clinic Kids World on the southwest corner of the MontanaFair every day.



More Fun

Deals and Days at MontanaFair

With so many deals and promotions available every day of the week anyone can afford to indulge in MontanaFair entertainment, food, and fun. Here are some of the ways to save, day by day:

Friday, August 11 - Sneak-A-Peek

Sponsors: Buffalo Wild Wings, Intermountain Distributing

Rock band Chevelle will kick off the Pepsi Entertainment Series by taking the First Interstate Arena stage at 7pm. Tickets to the show are \$99, \$65, \$55 and \$39 for general admission. Tickets include free gate admission all day.

Gates open at 4pm and admission is \$8. The carnival starts at 6pm with Hot 101.9 Sneak-A-Peek Night. Ride wristbands available for \$25. Pick up a \$3 discount when you download the HOT 101.9 app and show it on your phone at the ticket booth.

Saturday, August 12

Sponsors: Republic Services, Lynnrich Siding

Country superstar Carly Pearce takes the First Interstate Arena stage at 7pm. Tickets to the show are \$99, \$65, \$55 and \$39 for general admission. Tickets include free gate admission all day.

Saturday is \$10 Day at the Mighty Thomas Carnival. Ride seven rides for \$10. Purchase between noon and 5pm - honored until midnight.

Sunday, August 13

Sponsor: Simplot Growing Solutions, Kirkness Roofing

The Pepsi Entertainment Series ends with Ludacris performing at the First Interstate Arena at 7pm. Tickets to the show are \$99, \$65, \$55 and \$39 for general admission. Tickets include free gate admission all day.

Monday, August 14

Sponsor: Big Sky Spas

The Mighty Thomas Carnival is offering \$25 afternoon ride wristbands (regular price \$33) good from noon to 5pm. \$3 Discount Coupon available at montanafair.com

Monday is also NonStop Local Family Fun Night. Get four(4) gate admissions for \$30 and \$20 ride wristbands from 6pm-midnight.

Tuesday, August 15

Sponsor: White Heating and Cooling & JW Synthetic

Nightly entertainment continues with Octane Addictions Big Air Bash in the First Interstate Arena at 7pm. Tickets are \$25 for premium, \$19 for reserved, \$16 for general admission and \$11.50 for children 6-12 in

general admission. Kids 5 and under are free in general admission. Tickets include free gate admission all day.

The Mighty Thomas Carnival is offering \$25 afternoon ride wristbands (regular price \$33) good from noon to 5pm. \$3 Discount Coupon available at montanafair.com.

Tuesday is also Hot 101.9 Ride til U Drop from 6pm to midnight. Ride wristbands are \$25. Pickup a \$3 discount when you download the HOT 101.9 app and show it on your phone at the ticket booth.

Wednesday, August 16 - Kids Day

Sponsor: Wendy's

Courtesy of Wendy's kids 12 and under are admitted free from noon to 5pm.

The Mighty Thomas Carnival is offering \$25 afternoon ride wristbands (regular price \$33) Good from noon to 5pm. \$3 Discount Coupon available at montanafair.com.

Thursday, August 17

Sponsor: Montana Lottery

Rodeo action begins with the Yellowstone River Roundup, sponsored by Shipton's Big R, which begins at 7pm in the First Interstate Arena. Thursday night is Tough Enough to Wear Pink sponsored by Signal Peak. Make sure to wear your pink support of breast cancer awareness.

Tickets are \$25 for premium, \$19 for reserved, \$16 for general admission and \$11.50 for children 6-12 in general admission. Kids 5 and under are free in general admission. Tickets include free gate admission all day.

The Mighty Thomas Carnival is offering \$25 afternoon ride wristbands (regular price \$33) good from noon to 5pm. \$3 Discount Coupon available at montanafair.com.

Planet 106.7 Wrist-Up and Ride from 6pm to midnight. Ride wristbands are \$25. Get a \$3 discount coupon by texting 'planet' to 406-256-8800.

Friday, August 19 - Service to America Day

Sponsors: Montana Army National Guard

Patriot Night is sponsored by MONTANA STRONG a local partner with South Central Montana Mental Health Center at the Yellowstone River Roundup sponsored by Shipton's Big R, at 7pm in the First Interstate Arena. Wear your red, white and blue, and say thank you to a service member.

The Mighty Thomas Carnival

The Mighty Thomas Carnival brings the midway to the 2023 MontanaFair in Billings August 11-19. This traveling carnival presents thrilling rides, fun games, and tasty carnival treats at the MetraPark fairgrounds for the 44th straight year. Founded in 1928 in Lennox, South Dakota, by Art B. Thomas, the show now winters near Austin, Texas, and is providing its 92nd season of summer fun and excitement for fair-goers, including 51 events in 12 states.

The Beach Party, a two level walk-through, laugh-throughout, fun house makes its first appearance at MontanaFair this year. Built by Owen Custom Trailers in California, the Beach Party features bright yellow and blue scenery, wacky obstacles, and a walk-through spinning barrel that evokes the roiling waters of an incoming tidal wave. Harken to cries of “surf’s up!” and have your sun screen ready!

The Star Tower is a gentle but thrilling 90 foot chair swing ride, with many hundreds of color-shifting LEDs combining to create mesmerizing, ever-changing light displays that tower above the fairground. This attraction accepts wristbands and regular carnival ride tickets. Star Tower is popular for selfies--everyone takes a photo with their riding partner.

Another ride adding to the fun is in the extreme ride genre--the exhilarating Black Out. The Black Out made its continental US debut last year, and is only for those with a sense of adventure! On this mega attraction, twelve passengers are secured into gondolas that rotate and flip as the central arm launches them up, up – and over! The ride swings up to a highpoint of 80 feet in the air, and makes a complete circle as it swings back down in the other direction.

The centerpiece of the midway is the towering Century Wheel, a 70 foot ferris wheel with gondola-style seating designed to be enjoyed by the entire family. Other thrilling rides include the spinning Thunderbolt, the exhilarating Zipper, and the swinging Pharaoh’s Fury. Adventurous riders enjoy the exciting wave action of the Moby Dick. The Super Shot, a 90-foot tall drop tower, always draws a crowd to watch the hilarious reactions of riders who have just completed the free fall to the bottom. Thomas Carnival classics include the Tilt-a-Whirl, Merry-Go-Round, the Crystal Lil’s House of Mirrors, the Dodgem Bumper Cars, the Dizzy Dragons, Tornado and more. In the children’s midway ride area, look for the Barnyard, the Speedway, and the Rio Grande Train. The whole family can enjoy the Cobra Coaster, as well as the Up Up and Away and the Airport. There will be 2 “Extreme” riding attractions at the fair this year: Speed and the Ejection Seat. Pricing on these 2 attractions is separate from the normal carnival tickets and wristbands.

More returning favorites include 100 foot Fun Slide, and the ZamperlaMini Jet with 8 bold ships shaped like barrels melded into fantastic flying airplanes.

Popular carnival games include water races, the duck pond, balloon pop, basketball, break-a-bottle, big ring-o-bottle, grab bag fish ‘til you win game, bulldozer-token push, and the rope ladder. Everyone enjoys the colorful prizes-- teddy bears, dogs, picture mirrors, computer portraits, buttons, t-shirts, wall-hangings and a fantastic array of neat trinkets and novelties. Emojis are new, Smurfs are back and Owls are popular this year. Also, an old favorite returns: The Guess your age and weight stand - your weight within 3 pounds, your age within 2 years, or your birth month within one month.

Enjoy tasty traditional fair food items on the midway, including corn dogs, foot long hot dogs, caramel and candy apples, nachos, pickles, funnel cakes, pizza, hamburgers, popcorn, cotton candy, sno-cones, and soft drinks. The Midway Pastries has a new-age automated lemon squeezer device made of clear plastic--you can watch the fresh juice being produced and delivered to your own cup.

Thomas Carnival facilities include generators and wire, light towers, benches, rest and shade areas, trucks and trailers, repair shops, laundry and uniform facilities, offices and living quarters in addition to the rides, games and food concessions seen by the public on the midway. 150 traveling workers are joined by locally hired employees and helpers to set up, operate, and then dismantle the show after MontanaFair closes.

For further information, contact John Hanschen at 512-914-0395, or Andrew Hanschen at 512-297-0537, or visit Mighty Thomas Carnival on Facebook.



76-77-78-79-80 Mattress Firm
 81-82 Redern Ent, Inc
 83 Aerus Exlectolux
 84
 85 MT Dept. of Revenue Unclaimed Property
 86 Manny's Fedoras
 87-88 Big Sky Exterior Designs
 89-90 Custom T's & More
 91-94 Fazackerley's Fudge

**OUTDOOR VENDORS
 BOOTH BUSINESS**

Midway Elks Lodge
 A-1-3 Al Bedoo Shrine Temple
 A-4 American Legion
 A-5 United Healthcare

A-28-29 Cabelas
 A-30 Henna Body Art
 A-31 Real Time Pain Relief
 A-32-33 Shades
 A-34 Colors & Origins
 A-35-36 Cynthia's Gifts
 A-37-38 South America Imports
 A-39-40 Wall World Satellite
 A-41-42 Black's Portable Buildings

B-1-2 Marines
 B-3 Capsule of Time
 B-4 Your Highness
 B-5-7 Bath Planet
 B-8-9 Mystic Treasures
 B-10-11 Memory Makers Old Time Photography & Gifts
 B-12-13 Cynthia's Gifts
 B-14 Drawsome Faces
 B-15
 B-16
 B-17 Protect Your Fresh
 B-18-19 Runa Arte
 B-20-22 Fouta-Toro
 B-23-26 Big Sky Life Insurance
 B-27 Glass Magic AZ
 B-28-30 Yellowball Roofing & Solar
 B-31-32 Cloudz Vape
 B-33 T-Mobile
 B-34 Drawsome Faces
 B-35
 B-36-39 Uni's Gifts

B-40-41 Moonlight Airbrush Tattoo
 B-42-43 100 Second Hanging Bar
 B-44-45 The Toy Box
 B-46-47 Rainbow Art
 B-48 Emmanuel Baptist Church
 B-49-50 Proline Airbrush Art
 B-51
 B-52-53 BMB Mechanical Bull Rides
 B-54-55 Jata Arts & Crafts
 Outside Wild Rose Paintball
 Outside United States Army
 Outside MT Air National Gaurd
 Outside Big Sky Spas
 Outside Ford Street Team
 By NILE Child Evangelism Fellowship

For more information on commercial vendors, please contact Deb Christensen at 406-256-2402.



More Fun



