



FOR IMMEDIATE RELEASE

East Texas State Fair Celebrates Roundup Day and Ribbon Cutting Today

September 19, 2025 | Tyler, TX

The East Texas State Fair kicks off today with Roundup Day, a new tradition that brings together students, families, and the East Texas community to celebrate the opening day of the Fair.

As part of the celebration, a ribbon cutting ceremony with the Tyler Area Chamber of Commerce and the Lindale Chamber of Commerce will take place to mark the opening of Herd Arena and the start of the Fair.

Local and state leaders will give their remarks beginning at 10:30 AM, followed by the ribbon cutting at 10:50 AM. In addition, guests can enjoy free admission from 10:00 AM to 4:00 PM, making Roundup Day the perfect opportunity to experience the Fair's exhibits, attractions, and community spirit.

More than just an opening event, Roundup Day has grown into a community-wide celebration. Local schools are celebrating the occasion with western pep rallies and campus activities, while businesses across Tyler are joining in with special discounts and western attire. Across the community, East Texans are showing their Fair spirit and embracing a tradition that celebrates pride, progress, and community connection.



Roundup Day Program Schedule – Friday, September 19

- **10:30 AM** – Welcome and remarks from Fair Board Chair & CEO
- **10:35 AM** – Dignitary Remarks:
 - Mayor Don Warren
 - Judge Neal Franklin
 - Representative Cody Alders
 - Representative Cole Hefner
 - Reece Dewoody, Office of Senator Bryan Hughes
 - Chelsea Cohen, Office of Congressman Nathaniel Moran
- **10:50 AM** – Ribbon Cutting of Herd Arena

Ticket Information

General admission is \$12 for adults and \$6 for children ages 5–12, with children under five admitted free. Unlimited ride carnival wristbands are available for \$37. Early bird discounts will be offered through September 18 at etstatefair.com.

About the East Texas State Fair

The East Texas State Fair is a nonprofit organization that brings our community together to celebrate heritage, promote agriculture, provide family friendly entertainment and facilitate youth development. With over a century of tradition, the Fair welcomes more than 100,000 visitors annually and contributes nearly \$1 million each year in community impact through scholarships, programs, and events.

Media Contact:

Mintie Chambers, Director of Marketing and Communications
East Texas State Fair
903-597-2501

mintie@etstatefair.com