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## FOR IMMEDIATE RELEASE

### East Texas State Fair Draws Sold-Out Rodeo Opening Weekend

September 26, 2025 | Tyler, TX

The East Texas State Fair's ProRodeo opened with success, drawing more than 7,500 fans for a 3-night sold out arena.

From bull riding to barrel racing, the action-packed performances delivered nonstop excitement and became one of the Fair's most talked-about highlights.

Fair officials reported that attendance was strong across the entire fairgrounds throughout the weekend, marking a record-breaking start to this year's event.

*"This rodeo brought a new level of energy to the Fair," said Cody Rosenbalm, CEO and President. "Seeing Herd Arena filled to capacity every night was a testament to how much our community loved coming together for tradition, competition, and family fun."*

Organizers also expressed gratitude to the many partners, including the presenting sponsor, Cavender's, who helped make the rodeo and opening weekend possible. In the second year at its new location, the Fair has faced great challenges but continues to be successful and grow in scale and opportunity.

The excitement continues beyond the rodeo. Visitors can look forward to another full weekend of live music, thrilling rides, unique attractions, and classic fair food.

With attendance already at record numbers, organizers encouraged guests to skip the line and purchase tickets online at [www.etstatefair.com/tickets](http://www.etstatefair.com/tickets).

### **About the East Texas State Fair**

The East Texas State Fair unites the community in a celebration of heritage, agriculture, and family-friendly entertainment while fostering the growth of future leaders. Through engaging experiences and educational initiatives, the fair remains committed to enriching East Texas and supporting its next generation.

### **Media Contact**

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