



## **FOR IMMEDIATE RELEASE**

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**MIDLAND RETURNS TO PERFORM AT THE BIG FRESNO FAIR AS PART OF THE  
2023 TABLE MOUNTAIN CONCERT SERIES LINE-UP**  
*Tickets will go on sale April 18, as part of exclusive Big Fair Fan Club Pre-sale*

**FRESNO, CALIFORNIA, April 11, 2023...**The Big Fresno Fair is excited to announce the return of double Grammy® nominees, country music trio Midland as part of its 2023 Table Mountain Concert Series in the Paul Paul Theater presented by Modelo Especial and Toyota.

This is the first of many more concert announcements to fill the Paul Paul Theater stage at the 2023 Big Fresno Fair. The Midland concert will go on sale first to Big Fair Fan (BFF) Club members, the Fair's free email newsletter, as part of an online only pre-sale from Tuesday, April 18 at 10:00 a.m. until Thursday, April 27 at 11:59 p.m. During this time, any BFF Club member who purchases a Fair concert ticket can also purchase a Fair admission ticket for 50% off; discounted admission and concert tickets must be purchased in the same transaction. Tickets will then go on sale to the general public (online only) beginning Friday, April 28 at 10:00 a.m. The Fair's Box Office will open August 14.

BFF Club Members will receive a special password via email on Monday before the pre-sale. Know someone who isn't a part of the BFF Club, but would like to purchase their concert tickets AND receive 50% off Fair admission ahead of time? Tell them to sign up for free at [www.FresnoFair.com/BFFClub](http://www.FresnoFair.com/BFFClub).

"Last year Midland put on an incredible, sold-out show and we're thrilled to welcome them back for another amazing night," said Lauri L. King, CEO, Big Fresno Fair. "Expect more great acts to be announced. The best way to find out and get your chance at pre-sale tickets is sign up to be a BFF!"

### **Midland – Wednesday, October 11 | Ticket Prices: \$55, \$45, \$35**

Double Grammy® nominees Midland have sought to reintroduce the Western plains, Laurel Canyon-cum-Bakersfield and Lone Star juke joints to Country music since coming together at a friend's wedding over common influences and the need for a return to this sort of post-Urban Cowboy Country. For lead singer/guitarist Mark Wystrach, bassist/vocalist Cameron Duddy and lead guitarist/vocalist Jess Carson, the double platinum hit "Drinkin' Problem" set the stage for their critically acclaimed *On The Rocks* and No. 1 *Billboard* Top Country Albums debut *Let It Roll* to unite classic country fans, hipsters and media including *Entertainment Weekly*, *GQ*, *The Washington Post*, *Vogue*, *Esquire*, *Variety*, *Rolling Stone Country* and *NPR*. Based in Dripping Springs, Texas, the trio of songwriters who developed their sound at Tornillo, Texas' storied Sonic Ranch have been building a following that's sold-out the Houston Rodeo and Livestock Show, packed a multiple-night stand at Ft. Worth's iconic Billy Bob's and re-opened North Hollywood's legendary Palomino Club for one night only. Bringing listeners a resurgence of their thick harmonies, sad melodies, tart lyrics, and steel guitar with their latest album *The Last Resort: Greetings From* (Big Machine Records) the retro-Nuevo trio has grown from bar band to an in-demand headliner who has even put together their own cruise setting sail April 2024 ([MidlandCruise.com](http://MidlandCruise.com)).





### **About The Big Fresno Fair:**

The Big Fresno Fair, founded in 1884, is the 5<sup>th</sup> largest fair in the state of California and represents the 21st District Agricultural Association. Nearly 600,000 people from throughout the state visit The Big Fresno Fair each year, making it the largest annual event in the Central Valley. Members of the Board of Directors include: Terry Gonsalves, President; Gary Cahil, Vice President; Frank Flores, Secretary/Treasurer; Linda Mae Balakian Hunsucker; Jerry Pacheco; Annalisa Perea, Chuck Riojas and Lawrence Salinas. Lauri L. King heads the daily operations in her role as CEO. The 2023 Big Fresno Fair will run October 4 - 15. For more details, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

### **Resources:**

Artist Publicity Photo & Concert Graphics for Use | <https://spaces.hightail.com/space/PrvrXVrRxN>  
Midland | [www.midlandofficial.com](http://www.midlandofficial.com)

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