



NEWS RELEASE

1202 East 38th Street * Indianapolis, IN 46205-2869

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Contact: Lesley Gordon (317) 619-0374
pr@indianastatefair.com

Indiana State Fair Introduces Hoosier Heritage Program

INDIANAPOLIS – The Indiana State Fair is proud to announce the Hoosier Heritage program that will be launched at the 2016 Indiana State Fair. This program was conceptualized as a way to provide Indiana purebred seedstock producers with enhanced marketing opportunities and additional advertising channels while encouraging and incentivizing exhibitor participation.

For animals to be eligible they must be Indiana bred, born, owned, and registered. They can also be certified by a national breed association and/or registry to provide proof that the animal was bred within the State of Indiana. Crossbreds are NOT Hoosier Heritage eligible. This program will include 4-H market and breeding animals in the following species; Beef Cattle, Dairy Cattle, Swine, Sheep, Dairy Goats, and Boer Does.

To participate, the breeder will be responsible for completing the online nomination process through the Indiana State Fair Exhibitor's Corner entry system, with enrollment opening in March 2016. The breeder will be responsible for remitting the nomination fee through the online entry system. The nomination fee is \$25 per head regardless of species. Bred-and-owned animals are Hoosier Heritage eligible and exhibitors can self-nominate.

The Hoosier Heritage show will take place within the existing Indiana State Fair 4-H shows. The top placing Hoosier Heritage animal within each class will be eligible to compete for breed honors. A champion in each eligible specie breed will be named immediately following each breed's champion drive. Exhibitors will be awarded premiums funded by program nominations and breeders will earn recognition during the show and throughout the year following the event.

Complete Hoosier Heritage program information will be available online in February 2016.

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About the Indiana State Fairgrounds

The Indiana State Fairgrounds is a modern public event facility that annually hosts more than 300 meetings, shows, sports and agricultural events, including the Indiana State Fair. The year-round management of the Fairgrounds is overseen by the Indiana State Fair Commission which is a quasi-governmental agency that was established in 1992, with the mission to preserve and enhance the Indiana State Fairgrounds and the annual Indiana State Fair for the benefit of all citizens of Indiana. Additional information is available at www.indianastatefair.com.