



**EMBARGOED 6AM THURSDAY, JUNE 8, 2017**

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**NEW SUBARU SKYRIDE ATTRACTION TO DEBUT AT 2017 INDIANA STATE FAIR**

***Midway Ride Will Rise 35 Feet Above Main Street***

INDIANAPOLIS – Visitors to this year’s Indiana State Fair will get the chance to see the sights from high above the fairgrounds with the addition of the NEW Subaru Skyride.

The Subaru Skyride is an amusement ride operated by North American Midway Entertainment (NAME), the Fair’s Midway operator, and is similar to a ski chairlift. Rising approximately 35 feet above the ground over the span of 1,400 feet, the 90-chair aerial lift will travel east and west in a continuous loop between the Swine Barn and the Midway. Riders can enter and exit the ride on either end for a seven-minute journey above the fairgrounds. Cost of a one-way ride is \$5 per rider.

The attraction, which also operates at several other large Fairs in North America, will give riders a birds-eye view of the fairgrounds.

“We are always seeking new opportunities to offer our Fairgoers the best possible experience, and we believe this new attraction accomplishes that,” said Cindy Hoyer, Executive Director of the Indiana State Fairgrounds & Event Center. “We are grateful for the support of NAME for their investment in this endeavor and Subaru’s continued partnership with the Fair.”

NAME funded construction of the Skyride while Subaru of Indiana Automotive, Inc. signed a two-year deal to be the title sponsor. The ride will only be operational during the 17-day Indiana State Fair each year. The chairs will carry two adults comfortably, or two adults and a small child. Riders must be 32 inches to ride with an accompanying adult or 48 inches tall to ride alone.

“Subaru of Indiana Automotive, Inc. (SIA) is proud to partner with a great Indiana institution, the Indiana State Fair, to bring Hoosiers another fun way to celebrate for many summers to come,” said Tom Easterday, Senior Executive Vice President at SIA. “Subaru vehicles made in Lafayette are a great way to travel across the nation. The Subaru Skyride is a great way to travel across the Fairgrounds. We know Hoosiers will appreciate that both are built right here in Indiana, and both highlight Indiana’s strengths.”

Follow the progress of the Skyride construction by using the hashtag - #SubaruSkyride

For more details about the Subaru Skyride, visit <http://www.indianastatefair.com/>

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