



# INDIANA STATE FAIR

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## **Indiana State Fair Unveils 2023 Theme: BASKETBALL**

### ***Celebrating the State that Grew the Game, presented by Pacers Sports & Entertainment***

December 19, 2022, INDIANAPOLIS, IN – The Indiana State Fair announced today the 2023 theme of BASKETBALL, and title partnership with Pacers Sports & Entertainment. The 2023 theme was announced this morning on the basketball court at Governor Holcomb’s residence along with representatives for the Indiana State Fair, Pacers Sports & Entertainment and more.

The theme will be activated through multiple interactive experiences, including All-Star Court (a Basketball Amusement Park), the Pacers Sports & Entertainment Court, exhibits paying homage to Indiana’s rich basketball legacy, and daily storytelling moments – 18 of Indiana’s greatest basketball stories told through the 18 days of the Fair, team player meet & greets, and so much more. The 2023 Indiana State Fair returns July 28th through August 20th.

“The Indiana State Fair is an annual celebration of agriculture, entertainment, and what it means to be a Hoosier,” Governor Eric J. Holcomb said. “Perhaps the only other Hoosier tradition that brings together as many fans, as much nostalgia, and that sense of hometown pride is the love of basketball that’s swept our state for more than a century, which makes it the perfect theme for this year’s fair.”

“The Indiana State Fair is an annual backdrop for celebrating our State’s rich history and being the state that grew the game, BASKETBALL is the perfect theme!” said Anna Whelchel, chief marketing & sales officer, Indiana State Fairgrounds & Event Center. “We unveil this theme today as we tip-off an incredible year of celebration for the 166th Indiana State Fair returning next summer with our great partners at Pacers Sports & Entertainment.”

“The Indiana Pacers and the Indiana State Fair are both quintessentially *Hoosier* brands, and the Coliseum and Fairgrounds are, in the minds of so many fans, so closely linked to the Pacers’ ABA championship teams and players,” said Rick Fuson, Chief Executive Officer of Pacers Sports & Entertainment. “We are thrilled that this partnership will celebrate the game of basketball, the birthright of every Hoosier and such an important part of our state heritage.”

The Indiana State Fair is rooted in telling the agriculture story - and the history of why the game of basketball grew here in Indiana is tied directly to agriculture. The game was affordable, and the playing season was based around the farmers’ planting and harvest season. After each harvest, farm kids could play basketball, and then when the season ended in March, they could go back to the fields for planting. Thus, the tradition of “Friday Night High School Basketball” became rooted in Indiana.

Basketball also has a rich history at the Fairgrounds where our iconic Indiana Farmers Coliseum has played host to high school championships, the ABA Pacers, All-Star Games and more. The Indiana State Fairgrounds first opened in 1892 – the same year basketball was introduced in Indiana – two great Hoosier traditions that have stood the test of time.

Stay tuned for more exciting announcements for the 2023 Indiana State Fair.

### **About the Indiana State Fair**

The Indiana State Fair is the state’s largest multi-day event celebrating Hoosiers’ spirit and agricultural heritage. These 18 days celebrate Indiana agriculture and promote it to hundreds of thousands of people across Indiana, and beyond. Nationally recognized for offering great entertainment, showcasing 4-H youth, interactive agriculture education programs, premier facilities and a variety of unique, fun foods, the Indiana State Fair has been an annual attraction for generations of Hoosiers since 1852. The 2023 Indiana State Fair will be held July 28 - August 20 (closed Mondays & Tuesdays). For more information, visit [www.indianastatefair.com](http://www.indianastatefair.com).

### **About Pacers Sports & Entertainment**

Pacers Sports & Entertainment is an integrated sports and entertainment company including the Indiana Pacers, Indiana Fever, Fort Wayne Mad Ants, Pacers Gaming, Pacers Foundation, Inc., and operations of Gainbridge Fieldhouse. Its team of inspired and dedicated employees has a shared purpose of winning through a commitment to excellence, serving the local community and entertaining fans and guests.

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