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Indiana State Fair Announces #FairFashionFridays Social Media Campaign

Indianapolis, IN- The 2018 Indiana State Fair encourages fairgoers to show off their State Fair/Indiana pride every Friday during the fair (August 3, 10, 17). #FairFashionFridays, a social media campaign, encourages to photograph and share images of their fair fashions - denim and Indiana-branded T-shirts or tank tops – while enjoying the Fair.

Individuals who photograph themselves rocking their fair wear are asked to post images to social media and tag @IndyStateFair, along with the hashtag #FairFashionFridays. Throughout the Fairgrounds, designated signs will direct fairgoers to “selfie” locations where they can capture and share their “fair fashion” photos. Each Monday during the fair, a winner from the previous Friday will be announced on the State Fair’s social media platforms and will be awarded a prize package (including restaurant gift cards, Pacers/Fever tickets) valued at \$100.

Fairgoers are encouraged to purchase T-shirts or tank tops from the Indiana State Fair gift shop or local Indiana T-shirt companies such as The Shop (920 Broad Ripple Ave, Indianapolis, IN, 46220) and United State of Indiana (<https://unitedstateofindiana.com> or by visiting their booth in Exposition Hall during the fair) .

The 2018 theme “STEP RIGHT UP! to The Greatest 17 Days of Summer,” revolves around Indiana’s rich circus heritage. Online ticket sales are available now, presented by WGU Indiana, at a discounted rate of \$8 plus convenience fee on the Indiana State Fair [website](http://www.indianastatefair.com). Tickets can also be purchased at the Indiana Farmers Coliseum Box Office during regular business hours at the discounted rate. Tickets purchased at the gate are \$13. Visit IndianaStateFair.com for additional promotions throughout the summer.

ABOUT THE INDIANA STATE FAIR

The Indiana State Fair is the state’s largest multi-day event celebrating Hoosiers’ spirit and agricultural heritage. These 17 days celebrate Indiana agriculture and promote it to hundreds of thousands of people across Indiana, and beyond. Nationally recognized for offering great entertainment, showcasing 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 2018 Indiana State Fair will be held August 3-19. The 2018 theme pays homage to Indiana’s rich circus heritage by offering a world-class **Big Top Circus presented by Bee Window**. The new family-friendly Big Top Circus is FREE with paid state fair admission and features acrobats, clowns, trapeze artists and more! For more information, visit www.indianastatefair.com

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