FOR IMMEDIATE RELEASE
September 3, 2026

Tennessee Valley Fair Offers Special Days and Admission Savings for 2026

KNOXVILLE, Tenn. – The Tennessee Valley Fair is making it easier for families and friends to enjoy ten days of fun with a variety of special days and admission promotions during the 2026 Fair, September 11–20 at Chilhowee Park & Exposition Center.

From free admission opportunities to special ride promotions, fairgoers will have several ways to experience the excitement while saving money.

Opening Day – Friday, September 11

Kick off the Fair with a special hour of free admission and rides, courtesy of Kissel Entertainment. Regular admission and ride prices will resume following the promotion.

Student Day – Monday, September 14

Students in 12th grade and under can enjoy free admission during the Fair's annual Student Day promotion until 1 p.m. Midway rides will be closed from 2–5 p.m., and Kiddie Land will not be open during Student Day.

Senior Citizens Day – Tuesday, September 15

The Fair will recognize senior citizens ages 65 and older with free admission during its annual Senior Citizens Day celebration.

Food Drive – Wednesday, September 16

Fairgoers are encouraged to give back to the community by bringing nonperishable food donations during the Fair's annual food drive, helping support neighbors facing food insecurity.

Tennessee Lottery Day – Thursday, September 17

Guests presenting a non-winning Tennessee Lottery ticket will receive $7 off adult admission. Fairgoers can also enjoy a special buy-one-get-one-free ride wristband promotion.

Hometown Heroes Day – Sunday, September 20

The Tennessee Valley Fair will recognize the individuals who serve and protect our communities during Hometown Heroes Day, honoring military personnel, first responders, educators and healthcare professionals.

In addition to special admission promotions, the Fair offers ten days of livestock competitions, agricultural exhibits, concerts, midway rides, delicious food and family entertainment.

For complete promotion details, eligibility requirements and event schedules, visit www.tnvalleyfair.org.

About the Tennessee Valley Fair

The Tennessee Valley Fair is a non-profit, 501(c)(3) organization and one of the state's largest multi-day events attracting thousands of attendees each year. Known for its innovative exhibits, livestock shows, concert series, action sports, exciting rides and variety of unique foods, the Tennessee Valley Fair offers great entertainment for the entire family. The

Tennessee Valley Fair is proud to present nightly fireworks sponsored by the Tennessee Education Lottery. For more information, please visit www.tnvalleyfair.org or call (865) 215-1471.

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