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**219,000 visitors + best entertainment + value = EISF success**  
***2011 Fair attendance just short of all-time record***

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BLACKFOOT, ID (September 12, 2011) – The 2011 Eastern Idaho State Fair ended its eight-day run on Saturday, September 10, with a near record-setting attendance of 219,000 visitors enjoying a quality line-up of entertainment, rides, exhibits, animals and food.

2011 attendance was just short of the Fair's highest attendance record of 221,000 set in 2009.

EISF received more than 6,000 entries from Idahoans entering their hobbies and livestock in 26 competition categories. Nearly 70 food vendors kept favorites such as corn dogs, giant turkey legs, funnel cakes, tiger ears in the hands of hungry visitors. More than 200 vendors showcased their services throughout the grounds.

“Eastern Idaho State Fair has a history of bringing the best value in family entertainment, and coupled with perfect weather from Mother Nature, we had an extremely successful run,” said Fair manager Brandon Bird. “We saw a big increase in our carnival participation, which is a testament to the quality and excellence of Butler Amusements. Our Pari-Mutuel races also set record-breaking attendance, after a five-year effort to improve the quality of the track and the races, and adding races on Sunday of Opening Weekend. Our nighttime entertainment continued to deliver with very strong ticket sales from the RMPA Tractor Pull and the Hinder concert and a completely sold-out Demolition Derby on Closing Night.”

EISF Grand Champion Title Sponsors Bingham Memorial Hospital and Southeast Idaho Chevy Dealers, along with countless other sponsors, enabled Fair officials to bring the best value in entertainment to Eastern Idaho.

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In the Fair's recently renovated Grandstand which received fresh paint over the summer, visitors enjoyed three nights of concerts featuring Hinder, Allstar Weekend and Ronnie Dunn, as well as the Professional Bull Riding Championships, RMPA Tractor Pull, IMPRA Rodeo Finals and Demolition Derby.

Other grounds improvements included fresh paint, the new Grove City Saloon and a smoke-free policy that has contributed to a more enjoyable atmosphere for everyone.

Under sunny skies, Fair visitors enjoyed hours of quality free entertainment and exhibits. This year, *Masters of the Chainsaw* drew large audiences as they transformed tree logs into collective works of art, which were auctioned off on Saturday, September 10. The auction raised \$2,000, which benefited the Fair's 4-H scholarship program. *Super Science: Fun with Physics* and *Meet the Animals* gave kids the opportunity for hands-on learning in science and agriculture.

The Fair's two free stages delivered a consistent line-up of quality free entertainment, featuring comedians *Marcus the Funny Man*, *Cowboy Max*, *Michael Swenson* and *Dan Sperry*, as well as up and coming talented musicians including *Charley Jenkins* and *Cary Judd*.

This year's theme – *It's Udderly Fantastic* – generated excitement for the 2011 Fair event over the summer, with the unveiling of a six-foot tall mascot seen on billboards. The Fair engaged the public through a Facebook competition to name the mascot. Summer Gibbs of Moreland gave the winning name: Moo-Donna.

The 2012 Eastern Idaho State Fair will return to Blackfoot on Saturday, September 1 through Saturday, September 8. More information can be found at [www.funatthefair.com](http://www.funatthefair.com) or by calling (208) 785-2480.

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*An annual tradition for 109 years, the Eastern Idaho State Fair is a favorite destination to over 200,000 visitors, creating fond memories and unforgettable experiences to all ages. This year's theme, **It's Udderly Fantastic**, is a celebration of Idaho's agricultural heritage – a vital part of the Fair throughout its history. From entertainment to agricultural heritage, every aspect of the Eastern Idaho State Fair is udderly fantastic!*