



[www.funatthefair.com](http://www.funatthefair.com)

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**And the *Udderly Fantastic* Cow is:**

**MOO-DONNA!**

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Blackfoot, ID (July 21, 2011) – They clicked, they named, they voted. In the end, it was Summer Gibbs from Moreland, Idaho, naming the Eastern Idaho State Fair’s new mascot: Moo-Donna. Not only does Summer win two season passes and two track tickets to a nighttime event of her choice at the 2011 Fair event, she also receives bragging rights that she named the Fair’s *Udderly Fantastic* Cow!

Held July 1-8, the *Name the Udderly Fantastic Cow* contest invited the public to give a name to the Fair’s six-foot tall, three-dimensional dairy cow mascot seen on highway billboards around Rigby, Idaho Falls and Blackfoot. With names submitted through the Fair’s Facebook page, the contest then announced the Top 5 names – Moo-Donna, Sweet Pea, Moo-Tilda, Udder-Ella, and Buttercup – and from July 11-18 asked fans to vote for the winning name. After a week of votes and fun on Facebook, Summer Gibbs’ “Moo-donna” was the clear winner.

In total, several hundred names were posted on the Fair’s Facebook page, and over 2,500 Facebook fans cast their votes on the Top Five.

As winner of the *Name the Udderly Fantastic Cow* contest, Summer Gibbs is receiving two season passes to the 2011 Eastern Idaho State Fair, as well as two tickets to a grandstand event her choice. She chose her favorite – Ronnie Dunn – a country music legend who is launching a solo tour after nearly 20 years with the famed Brooks & Dunn. On Friday, September 9, Summer will be up front and track-side to see Ronnie perform hit songs like “Brand New Man,” “Boot Scootin Boogie,” “You’re Gonna Miss Me When I’m Gone,” and many more. Summer will also enjoy the sounds of the Opening Act -- Stealing Angels, a band of three young women taking the Nashville music scene by storm.

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Join Summer Gibbs and make plans today to visit the Eastern Idaho State Fair in Blackfoot September 3-10, 2011. Complete schedules and 2011 Fair 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!*