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## **New PRCA Rodeo Rides Into The EISF**

**Gem State Classic coming to the Eastern Idaho State Fair**

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### **Blackfoot, ID –**

The rich rodeo heritage of Southeast Idaho rides into town at the 2012 Eastern Idaho State Fair. The former IMPRA finals rodeo is being replaced with the new PRCA sanctioned Gem State Classic that combines world-class competitors from the Professional Rodeo Cowboys Association with award winning stock from Powder River Rodeo and D&H Cattle.

The Eastern Idaho State Fair is extremely excited to have been chosen to host a PRCA Rodeo event. The Gem State Classic is sure to become an annual tradition for both old and new rodeo fans in Eastern Idaho. Powder River Rodeo owners Hank and Lori Franzen have earned over 150 awards for their outstanding livestock. D&H Cattle Company has been supplying top-notch bucking bulls to PBR events all across North America. Named PBR Stock Contractor of the year for 2001-2006, D&H Cattle will help make this Pro Rodeo an event you will not want to miss.

Eastern Idaho State Fair General Manager Brandon Bird is excited about the change. “Having an event of this caliber at the fair truly raises the bar for everything we do. We have long sought to pair the fair’s rodeo tradition with the kind of talent that could place us as one of the key events on the Pro Rodeo circuit, and I think this move will go beyond anyone’s expectations.”

The Gem State Classic Pro Rodeo will be held September 3 and 4 at 8:00 p.m. during this year’s Eastern Idaho State Fair. Tickets are only \$15 for adults and \$8 for children 11 and under. As with all nighttime grandstand events, children under 3 are free if they sit on a parent’s lap. All nighttime grandstand tickets include fair admission and are now reserved for your convenience.

In celebration of their 110<sup>th</sup> Birthday, the EISF will be offering an Early Bird Special to those who purchase tickets in the month of June—Both nights of Pro Rodeo for only \$25 for adults and \$12 for children 11 and under. Tickets go on sale June 20. The EISF also offers exclusive access to VIP Members, who are able to pre-purchase tickets beginning June 18. To become a VIP, text ‘VIPTIX’ to 22828 or register online at the Eastern Idaho State Fair’s Facebook page.

With three options to meet fairgoers needs, purchasing tickets could not be more convenient. Avoid lines by purchasing tickets through the improved online ticket ordering system at [www.funatthefair.com](http://www.funatthefair.com), where you can choose your seat and print your tickets at home or work. Vickers Western Stores in Idaho Falls and Pocatello return as outlets for grandstand event tickets, and you can always call or visit the EISF Ticket Office in Blackfoot at (208) 785-2480, ext. 7.

Project Filter is proud to sponsor the Gem State Classic Pro Rodeo. Project Filter is Idaho's tobacco prevention and control program that strives to help people quit tobacco for free! Call 1-800-quitnow or log on to [www.idaho.quitnet.com](http://www.idaho.quitnet.com).

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*The Eastern Idaho State Fair is a 16 County Fair District that is in its 110<sup>th</sup> year of operations. Over 220,000 people visit the annual event, making it Eastern Idaho's longest running and largest community event. The mission of the EISF is to provide wholesome, affordable family education and entertainment in a clean and safe agricultural environment. Get excited to attend the 2012 BARNYARD BIRTHDAY BASH, a celebration of 110 years of fun!*