

# Fifth Third Bank Michigan State Fair to grow *again* in Novi!

***Announces unprecedented expansion in all areas, including State Fairgrounds, and new partnerships with RAM Truck and Blue Care Network of Michigan for event September 4-7, 2015***

*Novi, MI:* Organizers of the **Fifth Third Bank Michigan State Fair** announced today that several additional land acquisitions have been made that will further expand the fairgrounds at the **Suburban Collection Showplace, 46100 Grand River Ave in Novi**. The additional parcels will allow continued enhancement and expansion of attractions for the annual Fifth Third Bank Michigan State Fair, rolling out over the next several years. The acquisitions will also allow for flexibility in planning future growth of The State Fair's home, the Suburban Collection Showplace.

"We have acquired over 43 additional acres since the inaugural Fair in 2013 to keep up with the growth of the Fair and to make sure that we have room for additional features and parking," says **Suburban Collection Showplace Proprietor Blair Bowman**, "and we have grown the Showplace and Fairgrounds property by nearly 80%, enabling us more exterior space to add the new **Equestrian Show Rings** debuting in 2015, plus many more Midway rides, expanded Detroit Shrine Circus performances, and in turn allowing more interior room for additional livestock breeds, shows and exhibits. This is all being made possible by the tremendous foundation of support provided by our valued partners at **Fifth Third Bank, Bright House Networks, The Detroit Shriners, Kroger of Michigan, St John Providence Health System, Pepsi, ITC, Leisure Works Spas, C.F. Burger Creamery and Guernsey Farm Dairy**. Their shared vision for a reimagined Michigan State Fair, as a private entity L.L.C., allows us to continue to celebrate the cherished agricultural traditions of the original Michigan State Fair, coming from a fresh, contemporary view." More about the privately funded Michigan State Fair, the first of it's kind in North America, and the Suburban Collection Showplace, can be found at [www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com) and [www.SuburbanShowplace.com](http://www.SuburbanShowplace.com).

Expansion plans underway for the 2015 Fifth Third Bank Michigan State, September 4-7, Labor Day Weekend, include two additional outdoor equine arenas, sponsored by **Ram Trucks, Fiat Chrysler Automobiles U.S.**, who will also offer an exciting on site, off-road test-drive experience at the 2015 Michigan State Fair. There is no additional fee for attendees to participate in the experience. Participants will receive a Ram baseball hat upon completion of the ride. The eagerly anticipated return of equestrian competitions at the State Fair this year will include English (Hunt and Saddle Seat), Western Equitation and Pleasure classes, Barrel Racing, Reining, and expanded draft horse pulling events, as well.

**Blue Care Network of Michigan** also joins the Fair this year as presenting sponsor of the popular **Community and Cultural stage**, launched to great success in 2014, featuring song, dance and storytelling from a wide spectrum of the ethnic and cultural community groups representing the rich melting pot of global citizenry that comprises the great state of Michigan.

The Fifth Third Bank Michigan State Fair is also very pleased to announce new **Urban Agriculture Community Liaison Jerry Ann Hebron**, of **Northend CDC** and the **Oakland Avenue Farmers Market**. Ms. Hebron has deep background with educating youngsters about the power of planting and growing food in their own neighborhood, and will help provide the State Fair with an active presence across the burgeoning Urban Agriculture landscape in Detroit and other Michigan cities. "We are delighted to welcome Jerry Hebron, with her wealth of experience, to the team of dedicated people who shape this

new State Fair model,” says **Executive Director Steve Masters**, “Detroit is at the forefront of the Urban Agriculture movement, and a crucial component of any dialogue about Agriculture in Michigan.” Initial outreach within the Fair and Festival industry indicates that this position will be the first of its kind at any State Fair in the nation.

Applications for nearly \$32,000 in annual education scholarship funds for Urban, Rural and also now Equestrian students are now open at [www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com), and are being funded through the generous support of the Detroit Shriners, Kroger of Michigan, Bright House Networks, Guernsey Farms Dairy and the Metropolitan Detroit Convention and Visitors Bureau.

A new, annual, **Honored Citizens Day** celebration will also debut at the State Fair on **Friday, September 4**, offering **Free Admission to all over 62 years of age**, with an awards program aimed at recognizing the accomplishments and contributions of senior members of the community. This very special day is being organized by **State Representative Kathy Crawford of the 38th District** and sponsored by **Oakland County Department of Parks and Recreation**, and will also offer entertainment, continental breakfast and seating in a dedicated air conditioned area for all Seniors 62+ attending the Fifth Third Bank Michigan State Fair on Friday, September 4.

The second annual **State Fair Superstar Contest** anchors live musical entertainment at the State Fair in 2015, and welcomes new sponsor **Pepsi**! This wildly popular feature of the Fair debuted in 2014 with more than 70 entrants, with the Grand Prize awarded to **Alison Albrecht**, 14, of Novi. The Superstar contest offers a purely Michigan mentoring twist on the standard pop music talent contest formula, with songwriting advice plus artist and repertoire coaching from award-winning artist/producer **Nadir Omowale**, Live performance booking consultation from **2 Stones Events**, and production of a three song EP at world famous **Pearl Sound Studios** of Canton, with internationally renowned sound engineer and producer **Chuck Alkazian**, in addition to a cash prize and Indie Music Business Coaching from new Music Mentor **Jill Jack**. A release date of July 21 is planned for the completed recording of 2014 Superstar Winner Albrecht, who will also be performing at festivals and sporting events around Metro Detroit this summer. Exploratory discussions are underway with partners about creating an ongoing Michigan musical talent incubator series of workshops in conjunction with the State Fair Superstar Contest. Entries for the 2015 Fifth Third Bank Michigan State Fair Superstar Contest are open now at [www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com)

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**About the Ram Truck Test Drive Experience:** Participants in the Ram Off-road Experience will be given rides with a performance driver, in either a Ram 1500, 2500 or 3500, through an obstacle course that demonstrates the truck’s capabilities including: 30 degree wedge to demonstrate traction, rocks and logs to demonstrate articulation and stability, bumps to demonstrate suspension and a Ram Mountain to demonstrate the ground clearance, approach and departure angles.

There is no additional fee for fair attendees to participate in the experience. Participants will receive a Ram baseball hat upon completion of the ride.

**About FCA US LLC** FCA US LLC is a North American automaker with a new name and a long history. Headquartered in Auburn Hills, Michigan, FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA US designs, engineers, manufactures and sells vehicles under the **Chrysler, Jeep, Dodge, Ram** and **FIAT** brands as well as the SRT performance vehicle designation. The company also distributes the **Alfa Romeo** 4C model and **Mopar** products. FCA US is building upon the

historic foundations of Chrysler, the innovative American automaker first established by **Walter P. Chrysler** in 1925; and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including **Giovanni Agnelli**. FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

**About Blue Care Network of Michigan:** BCN features award-winning disease management programs and the largest HMO network of physicians and hospitals in the state, with more than 5,000 primary care physicians, 17,000 specialists and most of the state’s leading hospitals. Blue Care Network, a nonprofit corporation, is the affiliated HMO of **Blue Cross Blue Shield of Michigan** and an independent licensee of the Blue Cross and Blue Shield Association. For more company information, visit [bcbsm.com](http://bcbsm.com)

**About Jerry Ann Hebron:** Ms. Hebron is retired from the Third Judicial Circuit Court from her position as a Manager for the Friend of the Court. She is also a retired Realtor with more than 35 years experience. Jerry and her husband William launched the **Oakland Avenue Community Garden** in 2008 with community engagement and resources from the **Greening of Detroit**. Since 2008 they have expanded to a 1.5-acre Urban Farm and Farmers Market as well as Community House with a Cold Prep Kitchen. During the winter of 2015 the organization became a Community Partner of the **Detroit Land Bank** and has acquired an additional nine lots, which will become fruit orchards in 2016. They host a very active **Youth Making a Difference Program**, which during the summer employs youth and engages them in activities around working with the food system.

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