



Expanded 2015 Fifth Third Bank Michigan State Fair

Michigan's #1 Family Event!

September 4- 7, Suburban Collection Showplace, Novi

Novi, MI: The newly expanded fairgrounds at the Suburban Collection Showplace, home of the Fifth Third Bank Michigan State Fair, will be open for big family fun **Friday, September 4th through Monday, September 7 at 46100 Grand River Ave in Novi**, welcoming several large new outdoor attractions including two new **Horse Show** arenas, expanded **Arnold Amusements Carnival Midway**, **Ram Truck Test Drive Experience**, the **World Famous Shrine Circus** returns with **Tarzan Zerbini** leading an all star cast including **the Flying Wallendas** --plus an interactive display of off-road and ATV vehicles from **American Honda**. The newly configured fairgrounds will also offer new access points from expanded parking areas and new green spaces and seating areas for the enjoyment of Fairgoers. 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 and www.SuburbanShowplace.com.

"The development of the new, private entity Michigan State Fair, LLC continues to be an amazing and surprising journey for us all, made possible through the tremendous support and enthusiasm of our foundation sponsors and the ever growing list of dedicated volunteers that sit on the Executive Board and State Fair Steering Committee," says **State Fair Executive Director Steve Masters**. "This is a true labor of joy and love for all involved, who wish to be part of ensuring continuity of the traditions and legacy of the original Michigan State Fair, and also help to determine how the future State Fair will evolve. The Fifth Third Bank Michigan State Fair is a proud celebration of our great state, and we wish to extend our deepest gratitude to our valued foundation 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**, for their shared vision and commitment to preserving this cherished Michigan institution. Fully one third of Ultimate Ticket sale proceeds benefit the Detroit Shriners and all of their great work in the community. "

"We have acquired about 43 additional acres since the inaugural Fair in 2013 to keep pace with the rapid growth of the Fair, and to ensure that we have ample room for additional features and parking," says **Suburban Collection Showplace Proprietor Blair Bowman**, "this means we have grown the Showplace and Fairgrounds property by nearly 80% over the past two years, adding enough land to build the new **Equestrian Show Rings** debuting this year, plus accommodate many more exciting Midway rides, purchased especially for the State Fair, by Michigan's own **Arnold Amusements**—plus, we've added expanded **Detroit Shrine Circus** performances outside-- all of this in turn allows more interior space inside the Suburban Collection Showplace to showcase additional Livestock breeds, youth shows and Home Arts exhibits and cooking competitions, which are all so pivotal to the booming agricultural industry in Michigan."

Shrine Circus Chairman Craig A. Stigleman adds "The 2015 Fifth Third Bank Michigan State Fair is bigger and better, with so much excitement it is overwhelming—including a full line up of exciting circus performances including the famous **Tiger** act, followed by the World Famous **Flying Wallendas**, the renowned **Liberty Horses**, and as always, the hilarious Shrine clowns and Shrine elephants. Our guests will be amazed at all the changes and expansion. The Shrine Circus is very proud to be a founding member of the new Michigan State Fair, LLC. We look forward to seeing all of our guests over the Holiday weekend and especially at our new **State Fair Parade on Monday, September 7, beginning at 10:00 am, on Grand River, just west of Novi Road** and ending at the Suburban Collection Showplace Fairgrounds. We'll offer our proud Americans putting on a great display, along with the Motor Corp conducting precision motorcycle drills, and the always popular Highlanders Bagpipe and Drum Corp. In all, the Shrine will have over 20 marching units with over 200 participants in the parade."

Livestock breed and Youth Showmanship competitions continue to expand every year at the Fifth Third Bank Michigan State Fair, as more farms and breeders travel to Novi-- up approximately twenty percent over 2014. "We're very pleased to welcome the first ever Scottish Highland Cattle to the State Fair this year," says **Livestock Co-Superintendent Jackie Scramlin**, "And we are also thrilled that the finals for the Michigan '**Make it with Wool**' fiber design competition will also during the Fair. It's an exciting time for Michigan Agriculture and the Fifth Third Bank Michigan State Fair is at the center of it all!"

The **Kroger Michigan-Made Product Pavilion** returns this year, with a Michigan Kitchen Demo Stage presented by **Hour Detroit Magazine**, featuring popular Detroit area restaurant chefs preparing favorite recipes, as well as Fair exhibitors and competitors sharing delicious dishes, tips and kitchen tricks, as well. The **State Fair Farmers Market** has local producers offering fresh and prepared food products straight from Michigan farms.

A new, annual, **Honored Citizens Day** celebration will also debut at the State Fair on **Friday, September 4**, offering **Free Fair Only Admission (this does not include carnival rides or circus performances) 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 St. John Providence Health Systems**, and will also offer entertainment, continental breakfast for the first 500 guests, and seating in a dedicated air conditioned area for all Seniors 62+ attending the Fifth Third Bank Michigan State Fair on Friday, September 4.

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 second annual **State Fair Superstar Contest** anchors live musical entertainment at the State Fair in 2015, and welcomes new sponsor **Pepsi-Cola**! 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**. Sixteen finalists will perform on the Main Stage Friday evening September 4, and Saturday evening September 5, with the Grand Prize Winner and Runner-Up headlining the State Fair on Sunday evening September 6.

Michigan is famous worldwide for the depth and talent of its musicians and songwriters, and to celebrate and showcase this, a new **Monday Michigan Music Mega Jam**, presented by the **Metro Times**, is being planned for Monday afternoon, featuring a house band of super Detroit musicians and guest vocalists paying tribute to some of Michigan's finest songwriters, through the decades.

Focus on the next generation of Michiganders is at the heart of all the fun planned for Labor Day Weekend at the Fifth Third Bank Michigan State Fair! The **Michigan Crossroads Council of Boy Scouts**, **MSU College of Agriculture and Natural Resources** and **Southeast Michigan 4-H Clubs** will each offer special programs and interactive fun. The Scouts will be kicking off their fall "Hooked on Scouting" campaign, with an onsite fishing pond and a real Boy Scout campsite. Members and counselors from both groups will be available to share membership information.

The 4-H Activities Area at Fifth Third Bank Michigan State Fair is a unique opportunity for kids and families to discover 4-H! With a diverse range of topics and project areas, ranging from science, technology, animals and agriculture to clothing, nutrition and outdoor education, plus so much more; 4-H provides fun, educational opportunities creating a foundation of life skills contributing to a lifetime of success. Families will learn about the numerous possibilities available through the MSU Extension 4-H Youth Development program, while kids experience hands-on activities including take-home projects at no cost that will engage critical thinking, boost their confidence, and have plenty of fun in the process!

Friday September 4, admission only (this does not include carnival rides or circus performances) to the State Fair is free for all Scouts in uniform and all current 4-H members who bring membership cards or equivalent documentation.

The Fifth Third Bank Michigan State Fair has forged an exciting new partnership with **Marvel Apps** of Royal Oak and their new, free **Carrot Pass** mobile app for iPhone and Android. **Marvel Apps** was recently named one of the **"50 Michigan Companies to watch for 2015"** by Governor Rick Snyder, and the Michigan Celebrates Small Business coalition. Download of the free Carrot Pass app will allow patrons to easily purchase tickets, navigate the newly expanded fairgrounds, and take advantage of special Fair offers. The Carrot Pass app beacons placed throughout the fairgrounds will also be able to ping fairgoers with educational information about various exhibits at the State Fair, and send alerts when popular performances or elements of the Fair are about to begin.

Michigan Blood, a nonprofit blood bank since 1955, will also be on site during the Fifth Third Bank Michigan State Fair. All donors will receive a \$10 Kroger gift card and will have their basic Fair (this does not include carnival rides or circus performances) admission and parking cost refunded following their donation of blood.

Advance Discount Tickets on Sale Now at all Southeast Michigan Kroger Stores and by visiting

www.MichiganStateFairLLC.com

The History and Evolution of the Michigan State Fair and the Fifth Third Bank Michigan State Fair, a Private Entity, LLC

The original Michigan State Fair, which debuted in Detroit in 1849, was one of the first statewide fair events to take place in the United States. It moved permanently to its home at the Michigan State Fairgrounds on Woodward Avenue in 1905 and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues. The Michigan State Fair, LLC is now produced by a private entity, and presented with title sponsor Fifth Third Bank. The 2015 Fifth Third Bank Michigan State Fair has a deep commitment to the ongoing development and support of agriculture, small business and family entertainment, while preserving the legacy and beloved traditions of the original State Fair. For more information on the Fifth Third Bank Michigan State Fair, please visit www.MichiganStateFairLLC.com

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.

**For additional information, interviews and hi-res images, please contact Nancy Phares, 248.390.7340 cell
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