



**FOR IMMEDIATE RELEASE**

Contact: Abby Suchomski  
(865) 215-1473  
[abby@tnvalleyfair.org](mailto:abby@tnvalleyfair.org)

**Discount Days at the Tennessee Valley Fair**

*Save big by planning your days accordingly*

**Knoxville, Tenn.** (September 8, 2017) – The Tennessee Valley Fair is offering various discount days throughout the duration of the 98<sup>th</sup> annual event. Fairgoers can save big by taking advantage of these deals!

Most deals are the same as in the past, with the addition of the new “Kroger Customer Appreciation Day”. Fairgoers can use their own Kroger Plus Card and can receive \$3.00 off adult admission (up to two admission per cardholder can be used) by showing their Kroger Plus Card at the gate. A list of all discount days are provided below:

- Opening Day Special -

Friday, September 8, 2017

In celebration of our 98th year, fairgoers can enter the Fairgrounds on Friday, September 8 for only \$1! Discount begins at 3:00 p.m. and ends promptly at 4:38 p.m.

- Tailgating Day -

Saturday, September 9, 2017

Wear University of Tennessee colors and get \$1 off each adult admission.

- Scout Day -

Saturday, September 9, 2017

All current Boy Scouts & Girl Scouts (18 years and under) receive FREE admission with proper identification. Come enjoy activities just for Scouts and earn a special patch.

- Guidebook \$3 Off -

Monday, September 11 - Thursday, September 14, 2017

Take advantage of \$3 off an adult admission (w/ coupon) when you come to the Fair on Monday, Tuesday, Wednesday or Thursday. Coupon available in our 2017 Guidebook or exclusively from the Knoxville News Sentinel.

- Student Day -

Monday, September 11

Students 12th grade and under receive FREE admission from 10:00 a.m. until 6:00 p.m.

- Senior Citizen's Day -

Tuesday, September 12

Seniors age 65+ receive FREE admission all day. Special entertainment, events and contests for seniors in the Pepsi Community Tent.

*Presented by Senior Citizens Home Assistance Service and Smoky Mountain Hospice*

- Penny 4 Arts Day -

Tuesday, September 12, 2017

Students 12th grade and under participating in the Penny 4 Arts Program offered by the Arts and Cultural Alliance of Greater Knoxville receive FREE admission from 10:00 a.m. until 6:00 p.m.

- Tennessee Education Lottery Day -

Wednesday, September 13, 2017

Design best-practices suggest a large font size for easy readability both on desktop and mobile devices.

- Kroger Customer Appreciation Day -

Thursday, September 14, 2017

Receive \$3.00 off adult admission with a valid Kroger Plus Card. Kroger Plus Card holder may only purchase up to two adult admissions. Purchase only on 9/14/17 at any Fair admission gates.

*Presented by: Kroger*

- Tailgating Day -

Saturday, September 16, 2017

Wear University of Tennessee colors and get \$1 off each adult admission.

- Hometown Heroes Day -

Sunday, September 17, 2017

Current and past military, police, deputy sheriffs, firefighters, first responders, nurses and teachers receive FREE admission with proper identification.

*Presented by: Regions Bank*

**\*\*Please Note: Discounts cannot be combined with other offers\*\***

Questions? Call (865) 215-1471

### **About the Tennessee Valley Fair**

The Tennessee Valley Fair is a non-profit, 501(c)(3) organization and one of the state's largest multi-day events attracting 150,000 attendees each year. Known for its innovative exhibits, livestock shows, concert series, action sports, exciting rides and variety of unique foods, the Tennessee Valley Fair offers great entertainment for the entire family. The Tennessee Valley Fair is proud to present nightly fireworks sponsored by the Tennessee Education Lottery. For more information, please visit [www.tnvalleyfair.org](http://www.tnvalleyfair.org) or call (865) 215-1471.

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