



NEWS RELEASE

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For Immediate Release:

OKC Fairgrounds Events Generate \$18 Million for OKC in October

Oklahoma City, OK – The Grand National & World Championship Morgan Horse Show took place at the OKC Fairgrounds October 7 through 14. The equine competition took place in the Jim Norick Arena and across Barn Row. Ninety percent of attendees traveled from out-of-town, while 10 percent were locals. Attendance for the event exceeded 55,000, generating more than \$12.33 million in direct spending for the Oklahoma City economy.

Braum's An Affair of the Heart took place at the OKC Fairgrounds October 20 through 22. Shoppers perused booths in The Pavilion, Oklahoma Expo Hall, Centennial Building, and the Modern Living Building during the event. Twenty percent of attendees came from out-of-town, while 80 percent were locals. Attendance for the event exceeded 27,000, generating more than \$2.91 million in direct spending for the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 12 events during the month of October. In addition to the above mentioned, other events included the Oklahoma Oil & Gas Trade Expo, Southwest Street Rod Nationals, Paint Horse Congress, MCDA Cheer and Dance Championships, Claude Hall's Original OKC Gun Show, Build My Future OKC, Oklahoma Mineral & Gem Show, Festival of Freaks, Oklahoma Gun Shows, and Weatherization and Energy Day. In all, there were 106,955 visitors present during October events held at the OKC Fairgrounds, generating more than \$18.15 million in direct spending for the Oklahoma City economy.

For more information regarding October events, or any upcoming months, please contact the OKC Fairgrounds Office at 405-948-6700. To stay up-to-date on all the OKC Fairgrounds has to offer, visit www.okcfairgrounds.com, like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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