



NEWS RELEASE

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For Immediate Release:

OKC Fairgrounds Events Generate \$23 Million for OKC in July

Oklahoma City, OK – The Arabian & Half-Arabian Youth and Mid Summer National Championship took place at the OKC Fairgrounds July 13 through 21. 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 53,000, generating more than \$11.86 million in direct spending into the Oklahoma City economy.

The Oklahoma Summer Classic took place at the OKC Fairgrounds June 28 through July 2. Competitors and spectators filled the Bennett Event Center, Hobbies, Arts & Crafts Building, and the Modern Living Building for the multi-discipline canine competition. Ninety-five percent of attendees were from out-of-town, while five percent were locals. Attendance for the event exceeded 32,000, generating more than \$7.48 million in direct spending into the Oklahoma City economy.

The OKC Fairgrounds hosted a total of 8 events during the month of July. In addition to the above mentioned, other events included the National & Youth World Appaloosa Horse Show, Buchanan's Vintage Flea Market, Oklahoma Summer Bead & Jewelry Show, Claude Hall's Original OKC Gun Show, Maple Brothers Auto Auction, and New World Comic Con. In all, there were 107,920 visitors present during July events held at the OKC Fairgrounds, generating more than \$23.33 million in direct spending into the Oklahoma City economy.

For more information regarding July 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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