



NEWS RELEASE

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For Immediate Release:

OKC Fair Park Equine Events Bring Massive Numbers in July

Oklahoma City, OK – The National Little Britches Rodeo Association National Finals took place at OKC Fair Park for the first time June 28 through July 4. The rodeo event took place in the OG&E Coliseum and across Barn Row. Ten percent of attendees were local, while 90 percent traveled from out-of-town for the event. Attendance at the event exceeded 119,000, generating more than \$25 million in direct spending for the Oklahoma City economy.

The Arabian & Half -Arabian Youth and Mid Summer National Championship took place at OKC Fair Park July 17 through 25. Competitors and spectators took to the OG&E Coliseum and Barn Row for the event. Ninety percent of attendees traveled from out-of-town for the event, while 10 percent were local. Attendance for the equine competition exceeded 44,000, generating more than \$9.42 million in direct spending for the Oklahoma City economy.

OKC Fair Park hosted a total of 10 events during the month of July. In addition to the above mentioned, other events included the 2026 NAGA OKC Grappling Championship, Buchanan's Vintage Flea Market, Claude Hall's Original OKC Gun Show, Thundertats Expo, Oklahoma Auto Expo & Hop, 3rd Annual Rival Boxing Tournament, Gypsy Soul Holistic Fair 2026, and The Lost Dymension Fantasy Fest & CostumeAcon. In all, there were 173,411 visitors present during July events held at OKC Fair Park, generating more than \$35.47 million in direct spending for the Oklahoma City economy.

For more information regarding July events, or any upcoming months, please contact the OKC Fair Park office at 405-948-6700. To stay up-to-date on all OKC Fair Park has to offer, visit www.okcfairpark.com, like us on [Facebook](#), and follow us on [X](#) and [Instagram](#).

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