



*****FLORIDA STATE FAIR HALF PRICE HOOKUP *****
ALL-YOU-CAN-RIDE ARMBANDS FOR \$17.50

WHAT: On January 16, the Florida State Fair launches its Half-Price Hookup featuring **one all-you-can-ride armband, good for any one Fair day for only \$17.50**. The ride armband is valid to ride anything in the largest Midway in North America with 110 different rides and the largest traveling Ferris wheel – Midway Sky Eye.

The Florida State Fair – always in Tampa, always in February – continues its Half-Price Hookup series to provide discounted admission and ride armbands throughout the month of January. Each week will feature a different sale, but all sales will give a 50% off discount.

WHEN: Monday, January 16, 2018
Half-Price Hookup begins at 10:00 a.m., while supplies last.

TICKET INFO: Half-Price Hookups can only be purchased online at www.floridastatefair.com. Quantities are limited.

PR CONTACT: Please contact Krystin Olinski at 813-205-5572 or krystin@thisispress.com for additional details, media credentials and/or hi-res photos.

About Florida State Fair:

The Florida State Fair, first held in Tampa in 1904, has become one of the largest events in the state, attracting more than 500,000 people during its 12-day run. More than 90 years since its inception, the Florida State Fair now boasts the largest carnival Midway in the USA, a robust agricultural program, a circus, interactive animal exhibits and new features each year. As the first State Fair of the year, the Florida State Fair is the first to debut new and unique fair food as well as great family entertainment, shows, strolling acts and exciting attractions. There is so much to see and do, all for the price of admission. It's affordable family fun at its best. For more information about the Florida State Fair, visit www.floridastatefair.com or follow on [Facebook](#), [Twitter](#) and/or [Instagram](#).

About the Florida State Fair Authority:

The mission of the Florida State Fair Authority and its Board of Directors is to create positive entertainment experiences through: the annual Florida State Fair; a variety of year-round events; quality competitive programs; a commitment to agriculture, education and community service, and a focus on new opportunities.

The Florida State Fair Authority does not receive state, county or city tax dollars. Operations are funded by revenue generated by the annual Florida State Fair and the rental of Fairgrounds facilities to outside entities throughout the year. For more information about the Florida State Fair Authority, go to www.floridastatefair.com.

###