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## **STATE FAIR BOARD NAMES LORI COX AS EXECUTIVE DIRECTOR, NEBRASKA STATE FAIR**

The Nebraska State Fair Board today announced that it has hired Lori K. Cox as Executive Director of the Nebraska State Fair. With more than 26 years in strategic leadership and marketing, including 12 years specific to fairs/venue management, Ms. Cox assumes leadership of the Nebraska State Fair from her previous position as General Manager of the Big Sky Country State Fair in Bozeman, Montana.

“Words cannot begin to express just how excited I am about this opportunity,” said Lori Cox, Executive Director, Nebraska State Fair. “The Nebraska State Fair has a long, rich history of providing an entertaining and educational venue that showcases the people, talent and products of Nebraska. I believe there’s an opportunity to build upon this heritage, while accelerating the steady growth that the Fair has seen, particularly in recent years. I look forward to working with the staff, Fair partners, the community of Grand Island and the people of Nebraska.”

Ms. Cox brings to the Nebraska State Fair extensive experience in all aspects of fair management, a background in 4-H and production agriculture, and a long track record of generating fair growth in a variety of market sizes. Under her tenure, the Big Sky Country State Fair, the Western Idaho Fair and the Montana State Fair all achieved record growth in areas such as attendance; sponsorships;

carnival, concession and e-ticket sales; and media coverage. An innovative and creative thinker, Ms. Cox is highly regarded within the fair industry and has received numerous awards and recognition for her work.

“Lori Cox is the ideal person to lead the Nebraska State Fair into the future,” said Chris Kircher, Chair, Nebraska State Fair Board. “The Board is thrilled to have attracted such an experienced and proven leader who can build upon the momentum we’ve established, while taking the Fair to new levels of success.”

Ms. Cox assumes leadership of the Nebraska State Fair effective immediately, and she is in the process of relocating to Grand Island, NE.

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