



Contact: Catherine Pappas
Public Relations & Communications Manager
More Info: (413) 205-5041

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SOAR ON THE MAGIC MIDWAY

North American Midway Entertainment boasts over 50 rides at The Big E for all ages. Whether you're seeking thrills through 130 ft. drops or a casual spin on the Merry-Go-Round, the Midway at The Big E is fun for everyone.

The Pay-One-Price Midway Magic Pass, \$30 (\$25 if purchased by Sept. 11), is good for one day of unlimited rides Monday – Friday. Passes are sold online at TheBigE.com and at Big Y® World Class Market®. Coupon packages are sold Saturday and Sunday on the Midway. Be sure to check out these savings combinations for a fun Midway experience.

Skip the lines on The Big E's midway with the Midway Express Access, which offers front-of-the-line access to all rides every day for just \$15. Simply purchase a Pay One Price or coupons package to be eligible for the upgrade to Midway Express Access -- a special wristband that functions as a fast pass that allows access through a separate gate for customers to gain first admission to the next ride.

The upgrade is only offered at Midway ticket booths. A limited number of passes are sold on a first come, first served basis each day and include a special lanyard and hang tag.

The Fair takes place Sept. 13 – 29 in West Springfield, Mass., and will be jam-packed with food, entertainment, and so much more! Visit TheBigE.com to sign up for emails and connect on social media to be the first to get exclusive information. Join us at [#BigEMoments](https://twitter.com/BigEMoments).

THEBIGE.COM



Eastern States Exposition | W. Springfield, MA 01089 | P:
0127

413-737-2443 | F: 413-787-