

MINNESOTA STATE FAIR

NEWS RELEASE

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Minnesota State Fair Announces What's New In 2024

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St. Paul, Minn. – The Minnesota State Fair is pleased to announce all that is new to the 2024 fair. The following is a list of attractions, events, elements and programs being celebrated or debuting this year.

For Public Use: For more information on what is new at the fair visit: mnstatefair.org/new-this-year/attraction/

Photos for Media Use: A gallery of high-resolution, downloadable photos featuring a selection of the new attractions is available for media use at the following link: mnstatefair.org/get-involved/media/media-gallery-new-at-the-fair/

2024 Minnesota State Fair Featured Design

New for the 2024 Minnesota State Fair is the launch of an exclusive design paying homage to vibrant, iconic elements that make the fairgrounds a one-of-a-kind gathering place. At the heart of the stunning design is a stately red canna lily, one of 7,500 in various hues meticulously cared for and planted throughout the fairgrounds. The showy blooms of the official State Fair flower have been synonymous with the fair for more than a century. Surrounding the canna are blue scallops and eight sharp points, echoing the decorative details of the historic Grandstand façade. Two of the fair's renowned aerial attractions – the SkyGlider and Skyride – emerge through the brick archways of the majestic 100-year-old Cattle Barn. Outlines of the preeminent Grandstand, Space Tower, Agriculture Horticulture Building, Creative Activities Building and Main Gate dot the skyline. Lush greenery throughout the design represents the park-like fairgrounds, home to 75 gardens, hundreds of shade trees and vast swathes of grass. Nestled within the plants is the restored Streetcar Arch, which celebrates its 90th anniversary this year and has served as the welcome sign at the fair's west entrance since 2014. The 2024 Minnesota State Fair featured design is a digital illustration created by one of the State Fair's designers Samuel Tapia. It is showcased on a variety of merchandise items that are currently available online at statefairwear.com and will also be available at the State FairWear gift shops on the fairgrounds during the fair.

State FairWear gift shops are located at West End Market (just inside Gate 16), the Grandstand Building (lower level, south center section) and at Visitors Plaza (on the corner of Underwood St. & Dan Patch Ave.); open daily, 9 a.m. to 9 p.m. (8 p.m. Labor Day)

Official MN State Fair App

The fair has a brand-new Official MN State Fair App that offers interactive finders and searchable daily schedules. It includes an integrated Food Finder and Shopping Finder that are searchable by vendor names, menu items and map area. Once a fair guest has made their way onto the fairgrounds, they will be able to find fair favorites closest to them in real time. This app replaces the previous web-based version of the State Fair app; users will need to download it rather than update the previous version.

Available in the Apple App Store and Google Play Store

Cats & Dogs The Exhibition

Cats and dogs have been companions for thousands of years, but how much do we really know about them? How did they become so different from wild animals? How do they perceive the world? What do they feel? How do they communicate? Can they understand us? This sensory and interactive exhibit takes fair guests on a journey to understanding and decoding the behavior of these beloved, entertaining (and sometimes confounding) fluffy family members. Produced by Imagine Exhibitions. Created by Universcience (La Cite) in partnership with Musee Civilisation, this exhibit is free with fair admission.

Located in the North End Event Center, north of Murphy Avenue between Cooper & Cosgrove streets; open daily, 9 a.m. to 9 p.m. (8 p.m. Labor Day)

Minnesota State Fair Foundation's Welcome Wall

The Minnesota State Fair Foundation is offering a new opportunity to commemorate a fair fan or special occasion with the Welcome Wall. Located inside Gate 9, this impressive double-sided art installation measures 40' long by 8' tall and features personalized, engravable tiles. Beginning Aug. 22, opening day of the 2024 Minnesota State Fair, fair fans will be able to order custom-engraved 7" by 3" tiles with a tax-deductible contribution of \$600 to the Minnesota State Fair Foundation. Tiles will be installed in time for the 2025 State Fair and will welcome guests from near and far as they enter the fairgrounds. During the fair, tiles are available for purchase by visiting the J.V. Bailey House or ordering online at msffoundation.org/tiles.

Located inside Gate 9, on Como Avenue, just east of the Lee & Rose Warner Coliseum. State Fair Foundation Tent outside the J.V. Bailey House: 8 a.m. to 8 p.m. (7 p.m. Labor Day).

Accessibility & Guest Services Additions

This year's State Fair will see the following additions to accessibility and guest services:

- **Aira:** The Aira app provides live human-to-human professional visual assistance service for guests who are blind or have low vision, provided free throughout the fairgrounds. It is available in the Apple App Store and Google Play Store.
- **Audio Description Additions:** New this year are audio descriptions of select works from the popular crop art exhibit. Scan QR codes on-site to access descriptions of this uniquely Minnesotan art form.
- **Joy Mobile:** A one-stop sensory-friendly experience designed to help guests reset and re-engage. Developed in partnership with designers and those with lived experience raising and teaching the neurodiverse community, the Joy Mobile is a quiet space with calming activities amid the fair's stimulating hustle and bustle.
- **KaiBi Mobile Family Care Center:** An inviting space for families to care for their little ones. This climate-controlled mobile facility allows all caregivers privacy and comfort to feed, change diapers and pump.
- **Adult-Size Changing Table:** An additional height-adjustable table provided for people of all ages to refresh in a private environment – located in Care & Assistance.

All services are free with fair admission. For more information visit the Accessibility Guide at mnstatefair.org/general-info/accessibility-guide.

Located throughout the fairgrounds; Joy Mobile, KaiBi Family Care Center – open daily, 9 a.m. to 9 p.m. (8 p.m. Labor Day); Care & Assistance – open daily, 8 a.m. to 10 p.m. (8 p.m. Labor Day)

Two New Midway Rides

Two new rides debut at the fair this year.

- **The Kraken:** Towering 80 feet tall and stretching its limbs to 147 feet high, this pendulum-style ride has a swinging arm and is the ultimate adrenaline-pumping thrill ride.
- **The Defender:** This spectacular propeller ride amazes riders with its fast-action movements and dazzling lights.

Located at Mighty Midway; open daily, 10 a.m. to 11 p.m. (9 p.m. Labor Day).

State Fair History Snapshots

Volunteers from the Minnesota State Fair Foundation will give free 15-minute presentations four times daily, highlighting the fascinating history of several State Fair favorites, including food, rural youth programs and more. After the presentation, fair guests can step inside Ramberg Center to play Blue Ribbon BINGO for a chance to win State Fair admission tickets and other prizes. BINGO proceeds benefit the Minnesota State Fair Foundation.

Located just outside Ramberg Center; daily, 10:30 a.m., 12:30, 4:30 & 6:30 p.m.

Guest Experience Enhancements

Guests at this year's fair will see updated spaces throughout the fairgrounds.

- **Crop Art Exhibit:** The Agriculture Horticulture Building will have newly refreshed Crop Art and Farm Crops exhibits. This newly re-imagined space will allow for optimized viewing of these popular attractions.
- **Fine Arts Center:** In 2023 a donation was made to the Minnesota State Fair Foundation to replace the windows and doors of the historic Fine Arts Center. In all, 38 8-foot-tall windows and 12 11-foot-tall doors were custom

made to replace the existing elements. Additional restoration projects on this 117-year-old building include exterior painting, new entryway concrete, gallery wall painting, landscaping and a new welcome desk.

- The Garden: This brightened space will feature new lighting including festive string lights, brand-new bench seating and high-top tables to add ambiance.
- Dan Patch Park: Hosting a rotating crew of daily programming, Dan Patch Park now features new permanent shade structures to keep attendees cool all fair long.

Located throughout the fairgrounds

New Competitions & Themes

This year's State Fair will see the addition of new competition categories and themes:

- Fermented Products*: Crafted canned goods will get some new additions. Entries for fermented cucumbers (pickles), kimchi (traditional Korean side dish) and fresh fermented vinegars will compete for coveted blue ribbons this year.
- Quilt On-A-Stick*: Mini quilts on-a-stick will showcase favorite Minnesota mascots.
- Cake Decorating*: Bibliophile bakers depict their appreciation for Minnesota authors and books using icing and more.
- Decorated Cookies*: The sweetest hats of all types compete to be this year's crowning glory.
- Decorated Cupcakes*: Sets of four cupcakes depicting Minnesota birds vie for ribbons.
- Minnesota State Fair Flower Show+: Held Aug. 26 & 27, this contest features an array of floral entries with the theme Minnesota Loves Feasts, Fests and Fun.
- FFA Landscape Design and Construction^: FFA chapters compete to design gardens to support local ecosystems with the theme, Climate Change and Landscape for Drought.

*Entries in these categories will be on display in the *Creative Activities Building, the +Agriculture Horticulture Building or outside the ^CHS Miracle of Birth Center.*

90 Years of the Streetcar Arch

Originally installed in 1934, the historic Streetcar Arch welcomed guests fresh off the rails of streetcars on the south end of the fairgrounds. Streetcars remained popular until the 1950s when their usage declined with a new mode of public transportation: the bus. In the 1980s, the arch was removed. In 2014, the restored Streetcar Arch was installed in its current location next to the Transit Hub and West End Market and has become a popular landmark for photos. It welcomes fair guests today as it did 90 years ago.

Located just inside Gate 16

90 Years of the DNR Building & Park

The DNR Building & Park have been home to educational exhibits about the state's environment and wildlife for 90 years. Each year, the exhibit informs more than 500,000 fair guests about stewardship of Minnesota's natural resources in the areas of outdoor recreation, conservation and sustainable commercial use. In 1934 the Conservation Department log cabin was built by the Emergency Relief Administration, the precursor to Works Progress Administration (WPA). Back then, a fountain and garden landscaped the lawn, and the inside of the building contained small aquariums. When the name of the Conservation Department changed to the Department of Natural Resources (DNR) in 1971, in a joint effort, the State Fair and DNR renovated the area to create wetlands and the popular DNR Fish Pond, featuring 40 native Minnesota fish species.

Located on the south side of Carnes Ave., between Clough & Nelson streets; open daily, 9 a.m. to 9 p.m. (8 p.m. Labor Day)

Added Historical Highlights

New historical highlights have been added throughout the fairgrounds.

- Grandstand Timeline: The Grandstand has a long legacy of providing entertainment to generations of fair guests. The exterior south wall, near the Grandstand Ramp, features historic photos and a newly created history timeline, showcasing the beauty of this longstanding State Fair treasure.
- Three New History Walking Tour Stops: Fair guests can learn fun facts on this self-guided tour of the State Fair's most historically significant spots - visit eight or more stops and earn a prize. Three new stops include military, the University of Minnesota, and gone but not forgotten – the roller coaster and carousel.

- History & Heritage Center Updates: A newly created display that highlights ornate hand-engraved Minnesota State Fair livestock trophies dating back to 1889, is added. A fairgrounds map from 1934 is on display and showcases what landmarks are still standing today.

Located throughout the fairgrounds

New Touring Promotional Exhibits

Fair guests can stop by one of the several touring promotional exhibits for a sip, taste or photo.

- BUBBL'R: Enjoy a free 2-ounce sample of BUBBL'R and an interactive photo opportunity, Aug. 22 to Sept. 2. (Northeast side of the Agriculture Horticulture Building)
- Idahoan Mash-A-Bowl Tour: Grab a free sample of Idahoan Food On-The-Go Cups, Aug. 29 to Sept. 1. (On the corner of Wright Ave. & Cooper St.)
- Red Bull Showrun - F1 Car: Free photo opportunity with the Red Bull Showrun F1 Car, Aug. 29-31. (On Wright Ave. between Underwood & Cooper streets)
- Saputo Black Creek Cabin: Free cheese samples and giveaways, Aug. 30 to Sept. 2. (On Wright Ave. between Underwood & Cooper streets)

Located throughout the fairgrounds; open daily, 9 a.m. to 9 p.m. (8 p.m. Labor Day)

Transportation Expansions

There are many free and low-cost options for getting to the fairgrounds. New routes and details are now available so guests can plan their visits. The State Fair is one of the largest, best-attended events in the region, and nearly half of its more than 1.8 million guests use some form of public transportation to get to and from the event. Visit mnstatefair.org/get-here/ for more information.

- Free Park & Ride: Guests can park free and ride a free shuttle to and from the fairgrounds beginning at 8 a.m. daily. The free Park & Ride service consists of 31 lots within a short distance of the fairgrounds; this includes the expanded availability of one of the larger Park & Ride locations – the I-35W & Co. Rd. C Park & Ride Ramp (2000 Iona Lane, Roseville) – now available for the full duration of the fair (previously available for only five of the 12 days).
- Metro Transit: Increased State Fair Express Bus service to six area locations (up from four in 2023). Those lots are located in Blaine, Bloomington, Cottage Grove, Maplewood (new in 2024), Minnetonka and Maple Grove (new in 2024). All lots except Maple Grove will operate the 12 days of the fair; Maple Grove will be open weekends and Labor Day.
- SouthWest Transit: Expanded service to four stations (up from three in 2023) in Carver (new in 2024), Chanhassen, Chaska and Eden Prairie. Also new in 2024, bus service is available from all lots every day except Labor Day, Sept. 2, when no service is available. (This is an increase to 11 days from nine days of service provided in 2023.)

Crafted Creations – 7 New Vendors

Stop by these new booths to find unique handmade goods from artisan makers: 316 Stone, Dalin Enterprises, Elegancia Designs, Kelly's Candles, Lisa Souers Designs, Sontoya Station and Transform Treasure.

Located throughout the fairgrounds

Foodie Fun – 7 New Vendors

Fair and food go hand in hand, and these new vendors take foodies to the next level: B Friendly Cocktail Mixers, Double Take Salsa, Midwest Custom Gifts, OMG Olive Oils & Vinegar, Shiver 'N Sweat Woodworks, Trailblazer Food Co. and Unstick.

Located throughout the fairgrounds

Threads & Accessories – 5 New Vendors

New booths for apparel and accessories include: Iron Oak, Namaste Boutique, Pop Culture Remix, Rough and Rugged, and Wallet Buckle.

Located throughout the fairgrounds

Gifts & Souvenirs – 8 New Vendors

These new booths, plus hundreds more, have hard-to-find gifts and souvenirs: Photo Booth, Paisley Park, Smart Tech U.S., The Chalk Bloc, Cooling Neck Fans, Designs & Imports by Peach, Good Graces and Sabukana.

Located throughout the fairgrounds

Outdoors & Entertainment – 7 New Vendors

These vendors offer goods tailored to the outdoor experience: All Energy Solar, Best Hummingbird Feeder Ever, Espesgard/Cedar Creek Rustic Furniture, FrostBuddy, Plow World, Sauna Supply and Weathervane Factory.

Located throughout the fairgrounds

In the Community – 5 New Vendors

These new booths provide information about their work: Iron Mining Association, Minnesota Manufactured, Minnesota Oncology, Regan MOVES: Fitness for People with Challenges and U.S. Coast Guard.

Located throughout the fairgrounds

The Minnesota State Fair is one of the largest and best-attended expositions in the world. Showcasing Minnesota's finest agriculture, art and industry, the Great Minnesota Get-Together is 12 Days of Fun Ending Labor Day. The State Fair is financially self-supporting and does not receive government appropriation. Follow along on Facebook, X, Instagram and TikTok @mnstatefair for year-round updates. The 2024 Minnesota State Fair is Aug. 22 through Labor Day, Sept. 2. Visit mnstatefair.org for more information.

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