



FOR IMMEDIATE RELEASE

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Rides, Food, & Fun at the Rockbridge Regional Fair and Farm Show

When community members, family, and friends turn into the Virginia Horse Center off of Route 39, they will immediately be greeted by sights of spinning rides, sounds of delighted passengers, and smells of classic fare in a return to a centralized plan for the 2012 Rockbridge Regional Fair and Farm Show.

Rides will be moved down the hill into the front parking lot in line with feedback received from the community over the past two years. Food and vendors will be located in the center of the Virginia Horse Center near the Welcome Center/Stable Office to provide easy access for those moving between rides and the Farm Bureau in the front lots, entertainment in the Coliseum, 4H and agriculture exhibits in the Micron Pavilion and the Southern States All Breed Horse Show in Wiley Arena.

The Fair has partnered with Buffalo Brothers Amusements, a local company owned by Will and Lee Harris, to provide thrilling rides and vintage amusements alike for Fair goers. Buffalo Brothers is known for their vintage restorations so the rides will be as uniquely beautiful as they are fun to enjoy. Featured rides include a 1915 Spillman wooden carousel, a 1950 Garber Ferris Wheel, a 1958 Eli Bridge Scrambler, a 1967 Hampton Rock Spin and Roll (like the teacup ride at Disneyworld), a 1968 Hampton Car Ride, a 1970 Watkins Swinger, a 1960 Octopus, a 1958 Hershell Skyfighter, a 1970 Kiddie Canoe Ride, a 1960 Loop-O-Plane, a 1985 Kiddie Slide and various inflatable attractions. Plans are also in the works to bring in some "challenge" rides like a mechanical bull or a rock climbing wall. Tactical Laser tag, the tractor pedal pull, bingo, and the Barnyard Olympics round out the long list of amusements. Fair Director Deborah Work commented on the change in ride companies that, "We were thrilled to form this partnership because we are able to spend our money locally. The Fair is for Rockbridge County and it was important to us to identify ways to be able to invest back into this community, so the change is a win-win situation."

For more information, please visit the official Fair website at www.rffs.com or like the Rockbridge Regional Fair on Facebook for the latest updates. The Fair runs July 18-21 at the Virginia Horse Center Foundation.

The Virginia Horse Center Foundation is a 501(c)3 non-profit organization which owns and operates the Virginia Horse Center. The Foundation is proud to be a part of the Rockbridge community, an asset to the state's equine economy, and a resource to the Mid-Atlantic competition circuit. Committed to serving the needs, well-being, and safety of both rider and horse, the VHCF supports a 600-acre competition facility that serves over 400,000 people and 100,000 animals of all breeds and disciplines. The VHCF manages 115 events annually, most free and open to the public. Host to the Hoofbeats Therapeutic Riding Center, the Foundation's mission is to enrich lives with programs focused on recreation, education, and preservation.

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