



AGRICULTURE NEWS

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CONTACT:

Jola Szubielski | Jola.Szubielski@agriculture.ny.gov | 518-457-0752

Dave Bullard | Dave.Bullard@agriculture.ny.gov | 315-487-7711 x1377

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THE GREAT NEW YORK STATE FAIR ANNOUNCES NIALL HORAN TO BRING HIS SOLO TOUR TO THE FAIR'S CHEVY COURT STAGE

Maren Morris, Opening for Horan on His Tour, Also Joins the Chevy Court Lineup

Chevy Court Concerts Complement "Central NY Rising" - The Region's Comprehensive Strategy to Revitalize Communities and Grow the Economy

Former One Direction singer and songwriter Niall Horan's worldwide solo tour stops at Chevy Court at the 2018 Great New York State Fair on Labor Day, Monday, September 3 for an eagerly anticipated 6 p.m. show, Acting Fair Director Troy Waffner announced today. Maren Morris, who is opening for Horan on his tour, will perform at 1 p.m. that day. Free concerts at Chevy Court, which drew more than a quarter million people in 2017, complement Central New York Rising, the region's comprehensive strategy to grow the economy.

"We are incredibly excited to bring an artist of Niall Horan's stature and believe this show will send the 2018 Fair out on the highest possible note. We're working hard to improve on our annual goal of creating the strongest and most diverse lineup in our long history," said Troy Waffner, Acting Fair Director.

These are the fifth and sixth concerts scheduled at Chevy Court for the 2018 Fair. They join:

- Hunter Hayes, at 8 p.m. Sunday, August 26
- Peter Noone of Herman's Hermits, at 2 p.m. Monday, August 27
- Smokey Robinson, at 8 p.m. Monday, August 27
- Lil Yachty, at 8 p.m. Wednesday, August 29

The Chevy Court stage is the home of up to 26 national touring acts each year. A diverse 2017 lineup, including performers and groups such as Migos, Lynyrd Skynyrd, Earth Wind & Fire, The Beach Boys and Three Doors Down drew 264,600 fairgoers. Chevy Court won two Syracuse Area Music Awards in 2017 as People's Choice for Favorite Venue for Live Music and Favorite Festival or Music Series. The Fair was nominated for Fair of the Year by the International Entertainment Buyers association, the trade organization for live entertainment industry professionals. Free concerts at Chevy Court are sponsored by Chevrolet.

About Niall Horan

Horan has sold over 70 million records as part of the all-conquering One Direction and has toured the globe numerous times. His debut Platinum single "This Town," released in the fall of 2016, has sold more than three million track equivalent units globally. Combined streams now surpass 350 million worldwide. The Los Angeles Times said, "The guitar ballad is a tender, swoon-worthy number" and Entertainment Weekly hailed it as "a wistful tale of young love lost." He followed up the ballad's release with the grittier R&B-infused track "Slow Hands," which went straight to #1 in 44 countries and continues to climb the charts around the world. His debut album "Flicker" debuted at number 1 in the charts in the US, Canada, Ireland and Mexico and also hit the top position on iTunes in over 60 countries upon release. The album has sold more than 2 million copies worldwide to date.

About Maren Morris

Texas-born Maren Morris performed all over the state in her teenaged years. She moved to Nashville at age 20, writing songs for artists such as Tim McGraw and Kelly Clarkson and scoring gigs opening for Little Big Town, Loretta Lynn, and Chris Stapleton, among others. The single, "My Church," from her major-label debut album, rocketed up the country charts and earned her a Grammy award for Best Solo Country Performance along with nominations for Best New Artist, Best Country Album and Best Country Song.

Accelerating Central NY Rising

Today's announcement complements "Central NY Rising," the region's comprehensive blueprint to generate robust economic growth and community development. The State already has invested nearly \$3 billion in the region since 2012 to lay the groundwork for the plan - capitalizing on global market opportunities, strengthening entrepreneurship

and creating an inclusive economy. Today, unemployment is down to the lowest levels since before the Great Recession; personal and corporate income taxes are down; and businesses are choosing places like Syracuse, Oswego and Auburn as a destination to grow and invest in.

Now, the region is accelerating Central NY Rising with a \$500 million State investment through the Upstate Revitalization Initiative, announced by Governor Cuomo in December 2015. The State's \$500 million investment will incentivize private business to invest well over \$2.5 billion - and the region's plan, as submitted, projects up to 5,900 new jobs. More information is available [here](#).

The New York State Fair, operated by the New York State Department of Agriculture and Markets, runs from August 22 to September 3, 2018. The Fair's mission, reflected in its theme, "FIND YOUR GREAT," is to showcase the best of New York agriculture while providing top-quality entertainment.

The home of the Great New York State Fair is a 375-acre exhibit and entertainment complex that operates all year. A year-round schedule of events is available on the Fair's website. Find The Great New York State Fair on Facebook, follow @NYSFair on Twitter, on Snapchat at nysfair and enjoy photos from the Fair at [Flickr.com/photos/nysfair](https://www.flickr.com/photos/nysfair/). Also, New Yorkers are invited to send their ideas for the Great New York State Fair at statefairideas@agriculture.ny.gov.



