



AGRICULTURE NEWS

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COUNTRY SUPERSTARS BIG & RICH FEATURING COWBOY TROY TO PERFORM AT CHEVY COURT DURING THE 2018 GREAT NEW YORK STATE FAIR

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

Big & Rich will make their first visit to Chevy Court at 8 p.m. Friday, August 31 during the 2018 Great New York State Fair, Acting Fair Director Troy Waffner announced today. Country rapper Cowboy Troy will join Big & Rich as a featured artist for the show. 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.

"Big & Rich love a good time and so do we. This is going to be a party and I know Chevy Court's going to be a rockin' place to be. We're proud to be able to bring artists of their stature to our fairgoers and hope they all have a great time," said Waffner.

The concert joins a diverse and star-studded 2018 lineup that includes:

- Blondie, at 8 p.m. Wednesday, August 22
- +LIVE+, at 2 p.m. Saturday, August 25
- Counting Crows, at 8 p.m. Saturday, August 25
- 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
- A Boogie Wit Da Hoodie, at 8 p.m. Sunday, September 2
- Maren Morris, at 1 p.m. Monday, September 3

- Niall Horan, at 6 p.m. Monday, September 3

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 Big & Rich

They are America's Technicolor cowboys, brothers-in-arms in service to the creed that great music has no boundaries. Individually, John and Big Kenny are first-rate musicians, songwriters, producers, entertainers—and now the creative force behind their own label imprint, Big & Rich Records. Together, they are one of the most truly original musical forces ever unleashed on a welcoming world.

Big & Rich is comprised of Big Kenny and NBC's "The Celebrity Apprentice" winner John Rich. The multi-platinum hit duo have garnered multiple Grammy, ACM, CMA and CMT Music Award nominations. Their previous release, "Gravity," helped propel them to new heights, producing three back-to-back smash hit singles with "Look at You," "Run Away With You," and "Lovin' Lately," featuring Tim McGraw. The country superstars' first studio album, "Horse of a Different Color," includes their hit infectious single, "Save a Horse (Ride a Cowboy)." Other hits include "Comin' to Your City," "8th of November" and their No. 1 hit, "Lost in this Moment." Meanwhile, "Comin' to Your City" is nearing a decade as the theme song for ESPN's "College GameDay."

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 has already invested more than \$4.7 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. Also, New Yorkers are invited to send their ideas for the Great New York State Fair at statefairideas@agriculture.ny.gov.



