

## FOR IMMEDIATE RELEASE

### *Tennessee State Fairgrounds Announces Corporate Name Change to **The Fairgrounds Nashville***

**NASHVILLE, TN, March 30, 2015** – **Tennessee State Fairgrounds and Expo Center** and the Fair Board announced today that it is changing its corporate name for the purpose of branding to **THE FAIRGROUNDS NASHVILLE**. The name change for the Metro Nashville entertainment venue will help create an identity for the event space apart from the key signature events that take place including the Tennessee State Fair, The Fairgrounds Speedway Nashville and the Nashville Flea Market.

Celeste LaReau, Director of Marketing for The Fairgrounds Nashville and the Nashville Flea Market stated “The overlapping identities and physical addresses of the fair and fairgrounds are like trying to separate Siamese twins on the internet. Primarily, there is so much confusion in the digital realm because our name is so closely connected with the Tennessee State Fair. Since the Fair is now a separate business entity, the goal is for The Fairgrounds Nashville to create a unique brand as **THE VENUE** and not **THE EVENT** without an absolute name change.”

The Fairgrounds Nashville acquired the premium domain name [www.thefairgrounds.com](http://www.thefairgrounds.com) to increase digital presence and SEO to event promoters searching for fairground venues to host their events. Additionally, a directory listing of fairgrounds in the United States will increase internet traffic as a portal to other fairgrounds adding value to the digital real estate.

The name, **THE FAIRGROUNDS NASHVILLE** will be easier to read, to brand and to remember as opposed the several variations presently in use. All event promoters and media will be notified to use the new name and logo beginning March 30<sup>th</sup>, 2015. The tagline “**Where Events Make History**” will accompany the launch of the new name and logo in tandem with a social media campaign to educate and engage the public about what makes this Nashville landmark historically significant.

**About The Fairgrounds Nashville:** In operation for 109 years, The Fairgrounds Nashville is an ideal indoor/outdoor venue for meetings, conferences, trade shows, concerts and special events of all sizes. Home of the Tennessee State Fair, Nashville Speedway and Nashville Flea Market, the property maintains 8 buildings with more than 120,000 square feet of indoor space for meetings and events with abundant parking. The location is only one mile south of downtown with direct interstate access.

Please visit <http://www.thefairgrounds.com> or call 615-862-8980

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