

## THE RAZZLE-DAZZLE IS COMING



**MARDI GRAS PARADE**, sponsored by *Mohegan Sun*, Mon.-Fri., 1 & 8pm; Weekends, 5pm. Join the krewes of an authentic New Orleans parade float for just \$10. Details online.

**DAILY PARADE**, sponsored by *Mohegan Sun*, 5pm.



**BIXBY'S RAINFOREST RESCUE**, sponsored by *Chicopee Savings Bank*. Exotic animals and snakes at the north end of the Avenue of States. Three shows daily, four on weekends.

**COMMERFORD'S PETTING ZOO**, sponsored by *Rondeau's Ice and Dairy Bar*. Daily; Gates 4 & 7.

**GALAXY GIRL**, performances atop a 120' sway pole. Court of Honor, three shows daily.

**BAND ORGAN EXHIBIT**, on the Avenue of States, 9/30 & 10/1.

**MECHANICAL MAN**, back by popular demand.

**AUTO SHOWS**, on the Avenue of States, including Antique Car Display, 9/17 & 9/24; Antique Truck Exhibit 9/25; "Cruisin' New England" 9/18 & 10/2 (Corral of Champions Hot Rod Exhibit, 10/2).

**SUGAR RIDGE BELGIAN HITCH**, on Springfield Road, 9/16-9/22.

## SALIVATION IS COMING



### TEMPT YOUR TASTE BUDS

Stroll by hundreds of food vendors and pick up something new like a Deep Fried Whoopie Pie, a recent hit like the Craz-E Burger, or a classic Big E Cream Puff. For a sit-down experience, head to **Storowton Tavern** or dine al fresco at the **Tavern Terrace**.

### WET YOUR WHISTLE

Martini lovers will want to head to **The Big E Martini Bar** for an E-Tini, made with V-One Vodka. Beer drinkers can grab a cold one at the **Opa Opa Saloon**; at **Oktoberfest Munich Style**, sponsored by *Germany's Finest Beers*; the **Guinness Irish Pub**; or the **Sam Adams Brew Garden**.

## THE CHICKS ARE COMING

**HATCHING BABY CHICKS, HALLAMORE GLYDESDALES, FFA & EDUCATIONAL EXHIBITS FOR KIDS**, daily at Farm-A-Rama in the Stroh Building.



### EASTERN STATES EXPOSITION

**HORSE SHOW**, sponsored by *Williams Distributing*. Hunters & Jumpers, Hunt Seat Equitation, USHJA Zone 1 Championships, Wed. 9/14-Sun. 9/18.

**Saddlebreds, Hackneys, Morgans, Friesians & Arabians**, Thurs. 9/22-Sun. 9/25.

**Big E Draft Horse Show**, Thurs. 9/29-Sun. 10/2.

**HORSE PULLING**, Mon. 9/19.

**OX PULLING**, Tues. 9/20.

**4-H HORSE SHOW**, Thurs. 9/22-Sat. 9/24.



**LIVESTOCK CONTESTS**, in the Mallary Complex. Schedules online at [TheBigE.com/agriculture](http://TheBigE.com/agriculture).



### BUTTER SCULPTURE

sponsored by the *Massachusetts Dairy Promotion Board*.

### THE SHOPPES AT MALLARY GARDENS

Visit the Shoppes and see the winners of The Big E Northeast Gold Wine Competition and Gold Medal Cheese Competition. The Cheese Shoppe is sponsored by *Keep Local Farms™*. Stroll through Mallary Gardens just outside.

## THE TRADITIONS ARE COMING

**STOROWTON VILLAGE** 19th century village with interactive exhibits, demonstrations & tours. Enjoy daily wine tastings in the Village Gift Shop.

**THE AVENUE OF STATES** Replicas of each original New England state building. Local products and information inside.

### NEW ENGLAND CENTER

Creative Arts, 4-H demos and contests: Cake Decorating, 9/20; Karo® Syrup Perfect Pie Contest, Tues. 9/20; Fleischmann's Yeast Bake for the Cure, 9/22; Domino Sugar Parent Child Cookie Contest, 9/27; Domino Sugar Fabulous Cupcake Contest, Thurs. 9/29. Enter at [TheBigE.com](http://TheBigE.com).

### NEW ENGLAND NAVY WEEK


On Springfield Road, Sat. 9/24-Sun. 10/2, U.S. Navy Band, Leap Frogs and more!



### GRAFTS, GADGETS AND BARGAINS

Explore the Irish Exhibit and International Plaza in the Young Building; the Storowton Village Gift Shop & Christmas Shop; Yankee Candle Shop in the Grange Building; The Better Living Center and Craft Common.

### VISIT CHEVROLET COURT

Near the New England Center. The official vehicle of The Big E.  **CHEVROLET**

## 2011 SPECIAL AND STATE DAYS

Fri. 9/16 – **Be a Kid for a Day & Military Appreciation Day**

Sat. 9/17 – **4-H & FFA Day**

Sun. 9/18 – **Salute to Storowton Day**

Mon. 9/19 – **West Springfield Day**

Tues. 9/20 – **Rhode Island Day**

Wed. 9/21 – **Connecticut Day**

Thurs. 9/22 – **Massachusetts Day**

Fri. 9/23 – **New Hampshire Day**

Sat. 9/24 – **Vermont Day & Trustees' Day**

Sun. 9/25 – **Grange Day**

Mon. 9/26 – **Springfield Day**

Tues. 9/27 – **Chicopee Day**, sponsored by *Chicopee Savings Bank*

Wed. 9/28 – **Agawam Day**

Thurs. 9/29 – **Westfield Day**

Fri. 9/30 – **New England Specialty Food Day/Salute to Navy Day**

Sat. 10/1 – **Maine Day**

Sun. 10/2 – **Special Olympics Day**



## 2011 BIG E TICKETS

### ADVANCE DISCOUNT TICKETS

Available online & at **The Big E Box Office**. **Now-Sept. 14!**

Also available at all *Big Y® World Class Markets®* Aug. 25-Sept. 14



Good any one day of the Fair  
Adults – \$12 · Children (6-12) – \$8

### ADVANCE PAY-ONE-PRICE MIDWAY MAGIC PASS

Good any one day Mon.-Fri. – \$20  
Or exchange for 24 ride coupons Sat. & Sun.

### ADVANCE DISCOUNT FOOD VOUCHER

Available online & at **The Big E Box Office** only

Buy \$10 worth of food coupons for only \$8

Good at all *Big E food concessions & Storowton Tavern*.

Not valid for alcoholic beverages or in Avenue of States buildings.

### VALUE PASS

Available online and at **The Big E Box Office** **Now-Oct. 2** & at all **Big E Gates**

Also available at all *Big Y® World Class Markets®* Aug. 25-Oct. 2

Good all 17 days of the Fair  
Adults – \$40 · Children (6-12) – \$20

### GATE ADMISSION SEPT. 16-OCT. 2

Available online and at all **Big E Gates**

Also available at all *Big Y® World Class Markets®* Sept. 15-Oct. 2

Adults – \$15 · Children (6-12) – \$10  
Children 5 & under – Free

### At all Big E Gates Only

Opening Day, Sept. 16

Be a Kid for a Day – All ages, \$10

Military Appreciation Day – *Free admission for military personnel, their dependents, and veterans with ID.*

Six-After-Five – \$6 after 5pm Mon.-Thurs.

Senior Days – \$12 (60 and over) Mon.-Thurs.

### PAY-ONE-PRICE MIDWAY MAGIC PASS

Good any one day Mon.-Fri. – \$25.

Available on the Midway.



### HOURS

8am-10pm – Buildings & Craft Common: 10am-10pm

Avenue of States & Storowton Village: 10am-9pm

### DIRECTIONS

**FROM MASS. TURNPIKE (I-90):**

**Eastbound:** Take Exit 4 (West Springfield).

Go south on Rte. 5 and follow signs to The Big E.

**Westbound:** Take Exit 6 to Route 291S to Route 91S to Exit 3 and follow signs.

**FROM I-91 SOUTHBOUND:**

Take Exit 13B to Rte. 5 south and follow signs.

**FROM I-91 NORTHBOUND:**

Take Exit 3 to Rte. 5 north and follow signs.

**GPS:** Coordinates at [TheBigE.com](http://TheBigE.com)

### PARKING

Lot 9, sponsored by *Master Spa*.

On-site parking: \$10, campers \$20/night (no hookups). Handicapped parking and drop-off at Gate 9A.

### HELPFUL INFO

For information on wheelchair access, stroller rentals, our pet policy and daily shuttles from West Springfield hotels and weekend shuttles from Holyoke Mall on King Ward Coach Lines, visit [TheBigE.com](http://TheBigE.com) or call 413-737-2443 or 413-205-5115. Information Booths sponsored by *AT&T*.



Scan this QR code to go straight to [TheBigE.com](http://TheBigE.com)



# THE BIG E



Sept. 16 - Oct. 2 · West Springfield, Mass.

[www.TheBigE.com](http://www.TheBigE.com)

# THE BIG E IS COMING!

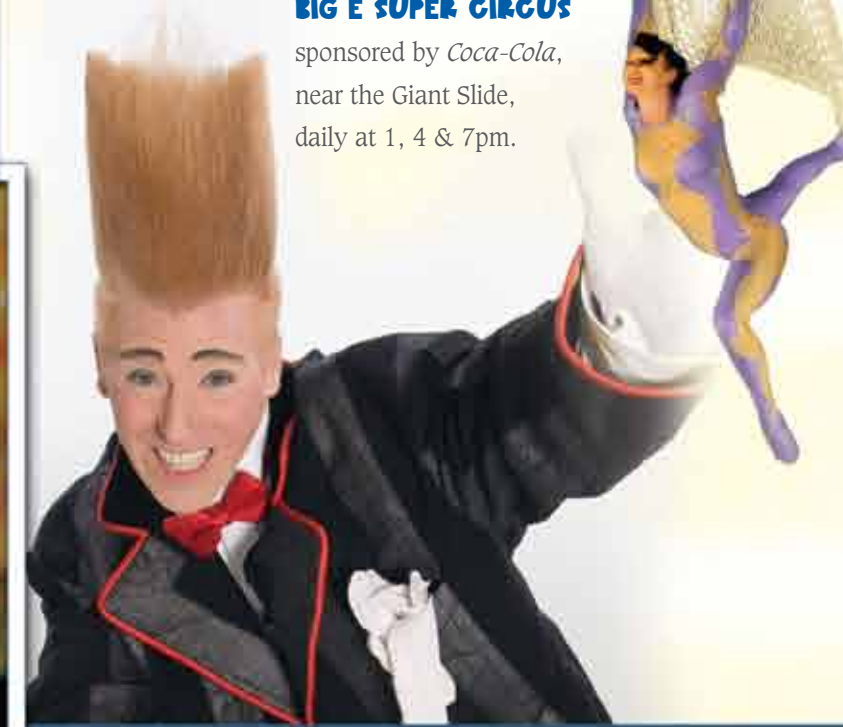
The food. The rides. The world-class entertainers. The Mardi Gras parades. New England's grandest fair is coming once again, with an all-star lineup. Don't miss this year's Big E Super Circus for belly laughs, oohs and ahs – headlined by circus superstar Bello Nock, America's Best Clown. Catch the Motocross championships with death-defying jumps. And save room for new treats like Red Velvet Funnel Cake. This year, wait for the fairest one of all – The Big E.



**STORROWTON VILLAGE GAZEBO**  
sponsored by *Big Y® World Class Markets®* featuring Hilby, the Skinny German Juggle Boy. Three shows daily.



**BELLO NOCK IN THE BIG E SUPER CIRCUS**  
sponsored by *Coca-Cola*, near the Giant Slide, daily at 1, 4 & 7pm.



**CIRCUS AROUND THE CLOCK.** sponsored by *Uncommon USA*, daily. Unique circus exhibit with vintage memorabilia and interactive juggling, unicycle and hula-hoop lessons. In the Young Building.



**THE NORTH AMERICAN MIDWAY** rides and games for everyone! Enjoy unlimited fun with a Midway Magic Pass, just \$25, good any one day Mon.-Fri.

# THE STARS ARE COMING

ON THE COMCAST ARENA STAGE: **Comcast.** Comcast Arena Stage is an outdoor venue with limited seating available. Buy tickets at [TheBigE.com](http://TheBigE.com). All exhibits and concerts are subject to change.



**DARIUS RUCKER**  
"I Got Nothin'"  
Fri. 9/23, 7:30pm  
\$39/\$29



**BLAKE SHELTON**  
"Honey Bee"  
Sat. 10/1, 7:30pm  
\$39/\$29



**REBA**  
Country Superstar  
"Turn on the Radio"  
Sun. 10/2, 7:30pm  
\$69/\$59/\$49

## FREE SHOWS

Reserve premium seating for select Free Shows — only \$25 (Includes admission to The Big E). Details at [TheBigE.com](http://TheBigE.com)



**U.S. FREESTYLE MOTOCROSS NATIONAL CHAMPIONSHIP SERIES**  
Fri. 9/16, 7:30pm  
Sat. 9/17, 2 & 7:30pm  
Sun. 9/18, 2 & 7:30pm



**BOWZER'S ROCK & ROLL PARTY**  
With Lou Christie, Gary U.S. Bonds & more.  
Sat. 9/24, 7:30pm



**JAKE OWEN**  
"Some Tune"  
Sun. 9/25  
7:30pm



**AN EVENING WITH CHEAP TRICK**  
"I Want You to Want Me"  
Fri. 9/30, 7:30pm

## ON THE COURT OF HONOR STAGE. SPONSORED BY COMCAST



**EXTREME VEGAS**  
Mesmerizing Illusions & Stunts  
Daily at 11am, 3 & 8pm  
*The Court of Honor Stage is an outdoor venue with limited seating available. All shows are free.*

**FRANKIE LYMON'S LEGENDARY TEENAGERS**  
"Why Do Fools"  
9/16-9/22  
1 & 6:30pm

**YVONNE ELLIMAN**  
"If I Can't Have You"  
9/28-10/2  
1 & 6:30pm

**THE BUCKINGHAMS**  
"Kind of a Drag"  
9/23-9/27  
1 & 6:30pm

