

JUNE 2026



STATE FAIR OF TEXAS MEDIA CALENDAR

PR@BIGTEX.COM

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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1 COMMEMORATIVE
THEME ART
ANNOUNCEMENT

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8 BIG TEX GOLF
CLASSIC
FUNDRAISING
EVENT

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17 FREE LIVE MUSIC
WITH FAIR
ADMISSION
ANNOUNCEMENT

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PRESS RELEASE
ANNOUNCEMENT
VIA EMAIL

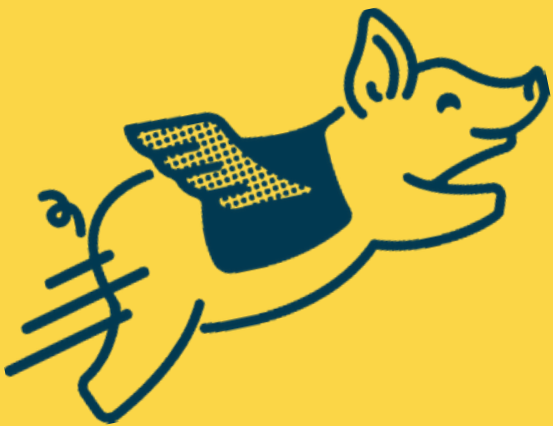
BIGTEX.COM/MEDIA

IN-PERSON EVENT/PHOTO
OPPORTUNITY

DETAILS SHARED VIA MEDIA
ADVISORY CLOSER TO DATE

DATES SUBJECT TO CHANGE





JULY 2026



STATE FAIR OF TEXAS MEDIA CALENDAR

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Sunday

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**PRESS RELEASE
ANNOUNCEMENT
VIA EMAIL**
BIGTEX.COM/MEDIA

**IN-PERSON EVENT/PHOTO
OPPORTUNITY**
DETAILS SHARED VIA MEDIA
ADVISORY CLOSER TO DATE

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**9 BIG TEX
COMMUNITY
ENGAGEMENT
DAY**

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**27 CREATIVE ARTS
REGISTRATION
DEADLINE**

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**29 SENSORY -
FRIENDLY
MORNINGS
ANNOUNCEMENT**

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31

1

DATES SUBJECT TO CHANGE





AUGUST 2026

STATE FAIR OF TEXAS MEDIA CALENDAR

PR@BIGTEX.COM

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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6
BIG TEX
CHOICE AWARDS
FOOD FINALISTS
ANNOUNCEMENT

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2026 STATE FAIR
ADMISSION
PRICING
ANNOUNCEMENT

18
BIG TEX
CHOICE AWARDS
EVENT & WINNER
ANNOUNCEMENT

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25
SPECIAL
CHEVROLET
MAIN STAGE
ANNOUNCEMENT

26
SPECIAL VALUE
ANNOUNCEMENT

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PRESS RELEASE
ANNOUNCEMENT
VIA EMAIL

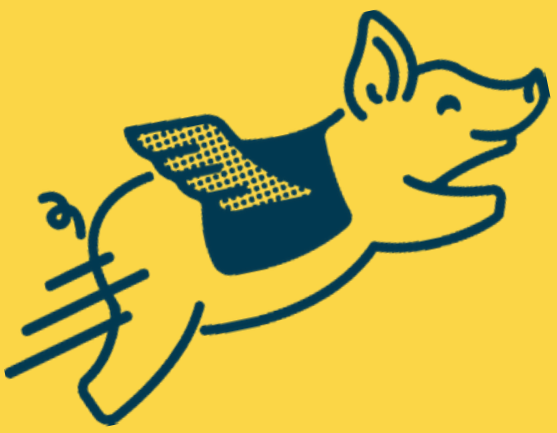
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IN-PERSON EVENT/PHOTO
OPPORTUNITY

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★ SEPTEMBER 2026 ★



STATE FAIR OF TEXAS MEDIA CALENDAR

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**PRESS RELEASE
ANNOUNCEMENT
VIA EMAIL**
BIGTEX.COM/MEDIA

**IN-PERSON EVENT/PHOTO
OPPORTUNITY**
DETAILS SHARED VIA MEDIA
ADVISORY CLOSER TO DATE

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**3 SPECIAL NEW
KIDS' ATTRACTION
ANNOUNCEMENT**

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**9 NEW FOODS
MEDIA EVENT &
ANNOUNCEMENT**

**10 SADDLE UP
FUNDRAISING EVENT**
NEW STATE FAIR
MERCHANDISE
ANNOUNCEMENT

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**15 ATTRACTION
LINEUP
ANNOUNCEMENT**

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**18 BIG TEX INSTALLATION
/ OUTFIT REVEALED**
SAFETY & SECURITY
PRESS CONFERENCE

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**25 OPENING DAY!
SPECIAL ONE-TIME UNVEILING**
OPENING CEREMONY & PRIDE
OF TEXAS AWARD RECEIPT

**26 STATE FAIR
CLASSIC IN
COTTON BOWL
STADIUM**

**27 STATE FAIR OF
TEXAS DAY 3**

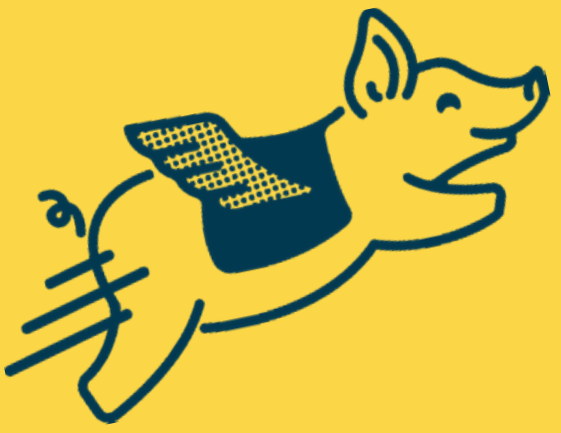
**28 STATE FAIR OF
TEXAS DAY 4**

**29 STATE FAIR OF
TEXAS DAY 5**

**30 SENSORY-
FRIENDLY
MORNING**

DATES SUBJECT TO CHANGE





★ OCTOBER 2026 ★



STATE FAIR OF TEXAS MEDIA CALENDAR

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**PRESS RELEASE
ANNOUNCEMENT
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BIGTEX.COM/MEDIA

IN-PERSON EVENT/PHOTO
OPPORTUNITY
DETAILS SHARED VIA MEDIA
ADVISORY CLOSER TO DATE

1 PASTORS
LUNCHEON

2 78TH ANNUAL
BIG TEX YOUTH
LIVESTOCK
AUCTION

3 BIG TEX
COMMUNITY
ENGAGEMENT
DAY

4 STATE FAIR OF
TEXAS DAY 10

5 STATE FAIR OF
TEXAS DAY 11

6 TEXAS HERITAGE
HALL OF HONOR
INDUCTION
CEREMONY

7 SENSORY-FRIENDLY
MORNING
AG AWARENESS DAY

8 STATE FAIR OF
TEXAS DAY 14

9 STATE FAIR OF
TEXAS DAY 15

10 RED RIVER
RIVALRY IN
COTTON BOWL
STADIUM

11 JUANITA CRAFT
HUMANITARIAN
AWARDS

12 STATE FAIR OF
TEXAS DAY 18

13 STATE FAIR OF
TEXAS DAY 19

14 SENSORY-
FRIENDLY
MORNING

15 STATE FAIR OF
TEXAS DAY 21

16 STATE FAIR OF
TEXAS DAY 22

17 STATE FAIR
CLÁSICO IN
COTTON BOWL
STADIUM

18 CLOSING DAY
2026 STATE FAIR
ATTENDANCE
ANNOUNCEMENT

19 STATE FAIR
CARES FOOD
DRIVE

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21 BIG TEX SAYS
HAPPY TRAILS
UNTIL 2027

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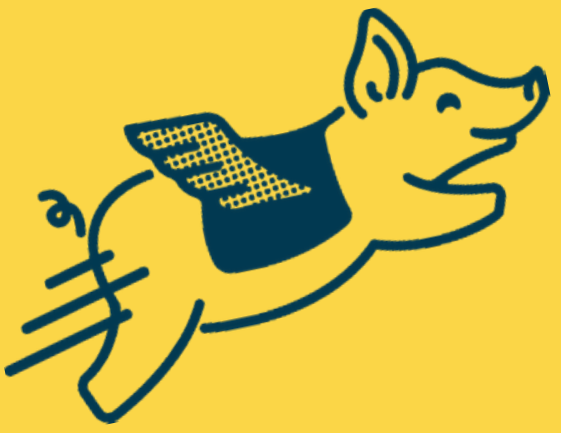
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DATES SUBJECT TO CHANGE





★ NOVEMBER 2026 ★



STATE FAIR OF TEXAS MEDIA CALENDAR

PR@BIGTEX.COM

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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3 BIG TEX BUSINESS
MASTERCLASS GRADUATION
BIG TEXCELLENCE
AWARDS CEREMONY

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17 BIG TEX
NEXT FEST

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PRESS RELEASE
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