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PRESS RELEASE

Nebraska Ribfest Returns to Lincoln This August

The long-loved, famous Nebraska Ribfest is set to return to Lincoln after a 2-year hiatus. New this year, it will occur at the Lancaster Event Center (LEC) Fairgrounds August 5–7 2021 as part of the Lancaster County Super Fair’s ten-day 150th anniversary, July 29–August 7.

The LEC Fairgrounds team has partnered with Nebraska Pork Producers Association to bring Nebraska Ribfest back to the community. Nationally recognized BBQ vendors will be competing August 5–7 to show off their best delicacies, with the champion awarded on the afternoon of Saturday, August 7. Live local bands will be showcased nightly, with a DJ host every afternoon. Full list of participating BBQ vendors will be available June 1 at SuperFair.org.

“The Nebraska Pork Producers Association is beyond excited to see the return of a Ribfest to Lincoln. We are always thrilled when opportunities arise for consumers to enjoy the high-quality pork we are so proud to produce!” said Nebraska Pork Producers Association President Shana Beattie, “We look forward to supporting the Lancaster County Super Fair with their effort to revive this fan-favorite event.”

Also new this year, admission to Nebraska Ribfest will be completely free beyond the normal fair gate fees. Free fair gate admission tickets will be available at U-Stop Lincoln locations from June 1–Aug 7, while supplies last. Other fair gate ticket sponsor locations will be shared on SuperFair.org as they become available. Otherwise, fair gate admission is \$3/person/entry. Parking is \$5/vehicle.

BBQ vendors will be serving the public on Thursday, August 5 from 5-11pm and Fri-Sat Aug 6–7 from 1-11pm in the Attraction Zone on the north side of the fairgrounds. Full-service liquor bar and ample seating will be available in the adjacent beer garden and shade tent.

In addition to enjoying world-class BBQ offerings not available in the area year-round, visitors of all ages will be steps away from other free and low-cost fair entertainment:

- NEW Aussie Kingdom – USA’s ONLY traveling Australian wildlife show (All 10 days)
- Thousands of animal and static entries inside the pavilions (July 29–Aug 1)
- Demolition Derby* (Friday)
- Fast Track Dirt Drags* (Saturday)
- NEW Summer Flea Market* (Thursday - Saturday)
- NEW Lancaster Cornhole Tourney (Friday, Saturday)
*extra ticket required

Make plans now for your family trip or date night to Nebraska Ribfest and see what else is new at the Super Fair at SuperFair.org or follow on social media @SuperFairLNK.

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ABOUT LANCASTER EVENT CENTER FAIRGROUNDS

The Lancaster Event Center (LEC) Fairgrounds is located on the east side of Lincoln, Nebraska and known as the Midwest's premier multi-use facility and home of the Lancaster County Super Fair with over 300 other events annually, contributing over \$50M in economic impact to the area. Key features of LEC Fairgrounds include 400,000 square feet (9.2 acres) across five inter-connected buildings, full catering and food/beverage service, multiple advertising/naming sponsorship opportunities, 320-site year-round campground with water/electric hookups, new National Event Campground which is 10th largest in the USA giving the fairgrounds just under 1300 total sites, a new 3,300-person covered grandstand with 400x600' outdoor multi-use arena, ample outdoor livestock pens & horse stalls all set on 160-acre grassy fairgrounds with ample, convenient parking adjacent to natural and retail amenities. LEC Fairgrounds is located minutes from I-80 Waverly exit and other major highways while being just 15 minutes from downtown Lincoln attractions. Opened in 2001 by the Lancaster County Agricultural Society, the LEC Fairgrounds operates as a public, independent county-level political subdivision and 501(c)(3) non-profit. The Agricultural Society is celebrating 150 years for its county fair in 2021 (postponed from 2020 due to the pandemic) in its mission under Nebraska State Law to be a key contributor to Lancaster County's youth, culture and economy. The LEC Fairgrounds team is proud to offer a professional, friendly and fun experience for an estimated 600,000 local, regional and national visitors in 2021 with the arrival of the first NHSFR in July 2021 while striving to engage the community in the unique agricultural heritage of Lancaster County for years to come. For additional information, visit LancasterEventCenter.org or contact the media contact above.

ABOUT NEBRASKA PORK PRODUCERS ASSOCIATION

Nebraska Pork Producers Association is a grassroots, incorporated, non-profit organization established in 1961. To ensure opportunities for success... for Nebraska's producers of pork, regardless of size or production style, as well as the state's youth in the pork industry. Nebraska Pork Producers Association, in affiliation with National Pork Board, work to promote the pork industry through the enhancement of consumer demand, producer education and research. For additional information, visit NEPork.org or contact the media contact above.