



For immediate release:
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South Carolina ETV and Public Radio to engage viewers and listeners during the 154th Annual South Carolina State Fair

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) has announced its participation as a permanent exhibit at the 154th Annual South Carolina State Fair, taking place from Oct. 11 - 22 at the fairgrounds in Columbia. As a permanent exhibit, SCETV will be onsite daily to interact with fairgoers and host a variety of activities designed to educate and entertain.

For years, SCETV has proudly maintained a presence at the South Carolina State Fair, showcasing the diverse and enriching programming that the statewide network provides.

One of the programs among this year's highlights will be the popular SCETV show ***Making It Grow*** which has captivated audiences with live broadcasts from the South Carolina State Fair, most notably during the fair's 150th anniversary event in 2019.

Visitors to the SCETV exhibit at this year's South Carolina State Fair will also have the opportunity to engage with SCETV's Smart Cat and meet the cast and crew from various SCETV programs, such as ***The Cool and the Strong, Yoga in Practice, Nature Notes, After Action*** and many more. Additionally, fairgoers will have the opportunity to connect with the voices behind SC Public Radio, including Gavin Jackson, Thelisha Eaddy, Vince Kolb Lugo and Bradley Fuller. SCETV's Education department will also host daily *Storytime with SCETV* sessions throughout the fair, providing a fun and educational experience for all ages.

As the state's largest event, the South Carolina State Fair annually welcomes nearly half a million guests, offering a vibrant mix of entertainment, music, food, rides and games, all while celebrating South Carolina's rich agricultural heritage.

SCETV invites fair patrons and the entire community to visit its exhibit, explore programs and discover the wealth of educational resources SCETV offers. For more information on SCETV's schedule of events at the South Carolina State Fair, visit scetv.org/scstatefair.

QUOTES:

"We are thrilled to be a permanent exhibit at the 154th Annual South Carolina State Fair. SCETV's commitment to education and enrichment aligns perfectly with the fair's mission, making this partnership a natural fit. Our exhibit offers a unique opportunity for fairgoers to interact with our programs, characters and talented teams. We look forward to fostering a love for learning while celebrating the traditions and vibrant culture of our great state at this year's fair." –**SCETV President and CEO Adrienne Fairwell**

FAST FACTS:

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About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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