

## **MEDIA ADVISORY**

### **THERE FOR STUDENTS, THERE FOR THE COMMUNITY, FAIR KICKS OFF “WE ARE THERE” PSA CAMPAIGN**

MIAMI, FL – After giving back more than **\$8.7 Million in scholarships, awards and premiums**, The Fair will launch a PSA campaign that touts its year-round commitment to recognizing and rewarding youth achievement in this community. Media is invited to cover the historic launch of the PSA, to be called the *We are There* campaign, the first of its kind since The Fair first began in 1952.

**WHAT:** Launch of The Fair’s *We are There* PSA Campaign

**WHO:** Grammy Winning Singer, Producer and Composer, Albita Rodriguez and Miami-Dade Commissioner Joe Martinez, who will be featured in the PSA, will join forces with The Fair at the launch.

**WHEN:** Wednesday, November 19, 2008  
Noon

**WHERE:** The Blue Ribbon Room  
The Fair  
10901 Coral Way (SW 24 Street)  
Miami, FL 33165

**WHY:** The *We are There* PSA campaign is designed to draw attention to the valuable community work that The Fair engages in year-round. The Fair is more than just an annual 18-day event. The organization is there for the community 365 days a year. For more information on The Fair visit [www.fairexpo.com](http://www.fairexpo.com).

**CONTACT:** Michelle Palomino / Jorge Martinez  
The Conroy Martinez Group  
Tel: 305-445-7550  
Email: [michelle@conroymartinez.com](mailto:michelle@conroymartinez.com)

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