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**FOR THE FIRST TIME, FAIRGOERS ENJOY OPENING DAY PRICES WITH  
DISCOUNT ADVANCE PURCHASE TICKETS**

**\$5 Admission and \$20 P.O.P wristbands available until January 3rd, 2010**

MIAMI, FL -- November 24, 2009 – Through a special limited time offer, fairgoers will save big on next year's Miami-Dade County Fair. Act fast to receive the deepest discounts on ride and admission prices at the 2010 Fair, to be held March 25 to April 11, 2010. Discounts of up to \$14 per person - the lowest prices possible for the 2010 Fair are only available until January 3, 2010 via The Fair's new website [www.fairexpo.com](http://www.fairexpo.com). This is the first time that fairgoers will be able to secure Opening Day prices for The Fair prior to Opening Day and secure these prices for all 18 days of The Fair.

Special Advance Purchase Discounts include: \$5 for admission; *Buy One Get One Free* on Opening Day and \$20 Pay One Price (Ride All Day) wristbands – good Monday through Friday. Plus substantial savings on food also will be available during fair time (participating vendors only).

For the first time in more than 15 years, included with the price of admission, the 2010 Fair will bring back headliner concerts as part of the new *Friday Nights Rock The Fair* concert series (headliner talent to be announced shortly). In addition, The Fair will offer a stellar line up of thrilling rides, entertainment acts, mouth watering foods, fun filled games, exhibits from students in our local community and more.

“These prices will not be available during fair time,” commented Phil Clark, Chief Executive Officer of The Miami-Dade County Fair. “You don’t have to break the bank to visit The Fair. Families can enjoy headliner concerts, mouth-watering foods, breathtaking rides, unforgettable exhibits and more – all at prices you can smile about. We encourage fairgoers to purchase their tickets by January 3rd to benefit from the lowest prices available for the 2010 Fair.”

In addition to individual purchases, Discount Advance Purchase tickets to The Fair offers businesses, clubs, churches, schools and other organizations the opportunity to provide an incentive to their employees, customers, family and friends by offering more than a 40 percent discount on admission to The Fair.

The Fair will be celebrating its 59<sup>th</sup> year March 25<sup>th</sup> to April 11<sup>th</sup>, 2010 and is expected to attract more than 700,000 visitors. Awarding more than \$8 million in scholarships, awards and premiums along with outstanding educational student and youth programs, The Fair is more than just an 18-day event and a sought after venue for community events and festivals held throughout the year. The not-for-profit organization is a South Florida institution that is there for the community throughout the year.

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