

MEDIA ADVISORY

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THE FAIR GOES LIVE! THURSDAY, MARCH 25

Be There....The Fair on Opening Day for live broadcast and coverage opportunities

WHO: The Miami-Dade County Fair

WHAT: Concerts, rides, foods, games...Be There for the 59th edition of The Miami-Dade County Fair which goes live on Opening Day, March 25. Unleashing 18 days of spine tingling fun, this year's Fair offers plenty of new and exciting highlights for fairgoers. These include:

- **100 Rides** to choose from including the brand new **G-Force** – which boosts 360 degrees of G Force and the **Mega Drop** where riders are elevated 130 feet in the air then dropped to ground level in less than 2 seconds.
- **The Garage** – Experience the brand new Game Hype interactive system with a 16 screens of video game excitement to bring out the “gamer” in you.
- **Fair Foods** – Fried, roasted, baked or toasted... 160 different food vendors bring back all the fair favorites and some new options as well. Save the dieting for later and get your fix on elephant ears, roasted corn, candy apples, Crispy Cream Burgers and more.
- **The Big Cats are back with a brand new attitude - Marcan Tiger Preserve** will have shows and exhibit running throughout the day.
- **\$5 B4 5** - Look for \$5 deals on food, rides and admission before 5:00 p.m., Monday through Friday at The Fair™.
- **Market Steer Show and Showmanship** at 7 p.m. to finish.
- **Other Free Live entertainment includes Street Beat-** A high energy explosion of urban rhythms; **The Royal Hanneford Circus** returning with all new acts; **Rock 'N Ice** returning with a new theme and **Show-Me Safari Petting Zoo, Pig Races and Pony Ride** along with lots of strolling entertainers.

WHERE: The Miami-Dade County Fair
Media is asked to enter via Gate #3
Coral Way (SW 24th Street & the 10900 block of Coral Way)

Live trucks enter via Gate #2
Coral Way (SW 24th Street & 109th Avenue)

WHEN: **Thursday, March 25, 2010**
Gates open at 3:00 p.m.

WHY: The Fair, a not-for-profit organization, has given back more than **\$8 Million in scholarships, awards and premiums** to the students of Miami-Dade County. The funds raised at this year's fair will benefit the students of this community. More information on The Fair is available at www.fairexpo.com.

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