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FOR IMMEDIATE RELEASE**FAIR KICKS OFF “WE ARE THERE” PSA CAMPAIGN**

MIAMI, FL –The Fair recently launched the “We are There” PSA campaign to increase awareness of the nonprofit organization’s outreach to the local community. With the help of some familiar faces, the 58 year old organization launched the first PSA Campaign in its history that touts its commitment to recognizing and rewarding youth achievement in this community. In its 58 year history, The Fair has donated close to \$8 Million in scholarships, awards and premiums.

The “We are There” PSA Campaign, that features the faces of Grammy Winning Singer, Producer and Composer, Albita Rodriguez; Miami-Dade Commissioner Joe Martinez and former Miami Dolphin player and founder of Offerdahl’s Café Grill, John Offerdahl, consists of local television and radio spots in both English and Spanish.

“For decades The Fair has been known as one of the largest family events that takes place in the County each year,” commented Phillip Clark, President and CEO of The Miami-Dade County Fair & Exposition Inc. “But unless you are a student or family member of a student that benefits from one of the Fair’s programs, chances are you think the Fair is only an 18 day event that comes and goes each year. We hope that this PSA Campaign will create an awareness of The Fair’s commitment to the community year round.”

Some of The Fair’s Community outreach that is highlighted in the “We are There” Campaign include:

- **Scholarship Program**

Through The Fair’s Scholarship program, more than \$125,000 in scholarship opportunities is offered each year to dedicated Miami-Dade County high school seniors, making it the largest local scholarship sponsor for high school seniors in Miami-Dade County. In fact, The Fair has awarded hundreds of students with more than \$2 million dollars in college scholarships since the inception of its scholarship program in 1972.

- **Youth Achievement Programs**

In keeping with its tradition of honoring outstanding young achievers and recognizing their dedication to the community, each year The Fair sponsors The Walter B. Arnold Jr. Youth Hall of Fame, which recognizes two outstanding public or private school students, one at the high school level and the other in middle school, that have demonstrated unselfish commitment of time and energy to the community.

- **Miami-Dade County School District**

The Fair maintains a close relationship with the Miami-Dade County School District and showcases the artistic and academic talents of close to 50,000 students through competition and exhibition. Winnings total over \$375,000 per year in cash premiums, awards, trophies and plaques. Preparations for exhibiting at the Fair start as early as eight months before The Fair. Over 60,000 students enjoy a free visit on planned field trips. And, each Miami-Dade County student receives coupons for two free admissions to The Fair.

- **Agricultural Ambassadors Program**

The Fair's Agricultural Ambassadors Program, one of the leading Agricultural Ambassadors programs in the nation, was recognized by the International Association of Fairs and Expositions (IAFE) with an Agricultural Award of Excellence. With an elite core of students selected from 4-H and Future Farmers of America (FFA) clubs throughout the county, The Fair's Agricultural Ambassadors program serves as a link between urban fair visitors and Miami-Dade County's rural agricultural background. The program's young agriculturists are among the nation's most knowledgeable in using advanced technology to produce more on less land, at reduced costs.

- **The Howdy Program**

Each year at Fair time, The Fair offers The Howdy Program, a program that provides third graders with a basic knowledge and appreciation of agriculture. The program, which is delivered through field trips to The Fair, features "Howdy," a costumed character that serves as the goodwill ambassador for the program. "Howdy" gives many students an introduction to agriculture and provides them with the opportunity to learn about horticulture projects and animal exhibits that students have entered for competition.

- **The Fair's Athletics Program**

Through invitational sports competitions sponsored by The Fair, middle and high school students in both private and public schools have the opportunity to participate in competitive sporting events that otherwise would not have been available. These sporting competitions include swimming and diving, cross country, tennis, track, bowling, golf and wrestling. From medals to t-shirts, at these events, no athlete leaves without receiving an award.

- **Agri Council**

Through a \$10,000 donation each year to the Agri Council, The Fair helps support the administration of the council, which represents the agricultural interests of South Miami-Dade County. In addition, a total of \$20,000 per year is provided in scholarships to outstanding students pursuing a career in agriculture.

- **Miami-Dade County 4H Club**

Through the Miami-Dade County 4H Club, approximately 9,000 students learn leadership, citizenship and life skills. This year, The Fair donated \$30,000 to the Miami-Dade County 4H Club to support their youth programs. In 2006, the 4H Department had 1,434 exhibits at The Fair.

- **Youth Agricultural Programs**

Since 1985, The Fair has donated approximately \$340,000 to create and support ongoing educational horticulture, animal husbandry and general farm life programs designed for children. This year, The Fair's \$15,000 donation, was used to purchase farm animals, feed, veterinarian services and program expenses.

The ***We are There*** PSA Campaign is designed to draw attention to the valuable community work that The Fair engages in throughout the year. 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.

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