

MEDIA ADVISORY

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ONLY SEVEN DAYS UNTIL LOCALS GET TO “LIVE THE EXPERIENCE”

Fair Rides Begin to Take Shape; State of the Art Kitchen to make Debut at The Fair

WHO: The Miami-Dade County Fair

WHAT: The media is invited to catch a sneak peak of behind the scenes preparations for the Miami-Dade County Fair. It's one of the only opportunities to witness the detailed set-up of rides going up and more before the largest fair in the State of Florida opens to the residents of South Florida. In addition, media can see the installation of the brand new, state-of-the-art kitchen by Panda Kitchens that will be at The Fair for the first time to host cooking competitions throughout the 18 day event.

The Fair reaches its 60th year mark, pushing the LIVE Experience to the next level. Live the Experience March 17 through April 3, 2011. Presented by Pepsi, Kia Motors America and Sedano's Supermarkets, The Fair is ranked the largest fair in Florida, attracting well over half a million visitors annually. This adrenaline-filled 18-day event includes LIVE! entertainment, state-of-the-art rides, skill games, outrageous fair foods and livestock/agricultural competitions. The Fair proudly showcases more than 50,000 local student exhibits, both artistic and academic, and generously supports youth achievement programs throughout the year. **Fair-Time Regular General Admission:** \$10 general admission and free for children five years of age and younger. **Fair-Time Deals:** 50 percent off Opening Day Admission; Upgrade to The LIVE Experience Multi-day Card good for admission all 18 days of The Fair; \$5 BEFORE FIVE deals on admission, foods and rides available M-F only. **Hours:** Noon until midnight Thursday March 17, Friday, March 18 (last two days of spring break) and all Saturdays and Sundays. The Fair is open weekdays 3 p.m. to midnight.

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)

WHY: The Fair, a not-for-profit organization, has given back close to \$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.

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