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FOR IMMEDIATE RELEASE

MASTER CHEFS HIGHLIGHT NEW FOOD & WINE | LIVE! BEFORE FIVE EVENT AT THE FAIR

Miami-Dade County Fair Joins Forces with Feeding South Florida to Shine Light on Hunger

Miami, FL – March 24, 2011 – FOOD & WINE at The Fair | Healthy family-style cooking by local Master Chefs produced - LIVE! from the Sedano's Kitchen brought to you by Panda Kitchen and Bath inside The Fair's Arnold Hall in Miami-Dade. This first-time ever event educates families on how to make healthier food choices supporting The Fair's mission to promote education and South Florida agriculture.

The Fair Feeds Miami Project identifies sustainable initiatives with organizations like Feeding South Florida who engage our community in the fight to end hunger at a local level. On Thursday, March 31st, The Fair challenges the Miami area to simply donate five or more healthy non-perishable food items to the food drive for Feeding South Florida at the Front Gate and receive **FREE ADMISSION FROM 3 PM UNTIL 5 PM.**

Grab \$5 Before Five offers on front-gate admission, adrenaline gushing rides and outrageous fair foods Monday – Friday. Event sponsored by Panda Kitchen and Bath, VIP Lodging and Event Solutions, IMUSA and eco-friendly wines provided by Wild Horse, Franciscan, Simi, Robert Mondavi and Kim Crawford.

FOOD & WINE Line-up:

Monday, March 28th 3 pm - 5pm | Executive Chef, Henry Rogers, Crescendo Jazz and Blues Restaurant and Lounge.

Tuesday, March 29th 3 pm - 5pm | Marcus Ortiz, Natural Health Chef and owner of God's Green Earth Organic Caterer.

Wednesday, March 30th 3 pm - 5pm | Food Author, Chef Ana Quincoes, Author of "Cuban Chicks can Cook."

Thursday, March 31st 3 pm - 5pm | Master Chef, Adrienne Calvo, owner of the Vineyard Restaurant and author of 'Maximum Flavor.'

Friday, April 1st 3pm - 5pm | Master Chef, Brian Aaron, the man behind Aaron's Catering International & Gourmet.

The Fair Reaches Its 60th Year Mark...Pushing the LIVE Experience to the Next Level! Live the Experience | March 17 through April 3, 2011. Be There - The Fair – Be There. 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. Location: The Fair is located at Coral Way (SW 24th Street) and 112th Avenue in Southwest Miami (Fairgrounds). 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. For more offers, show schedules, promotions and additional information, visit www.fairexpo.com or call (305) 223-7060. Become a Fan: www.facebook.com/miamidadefair.

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