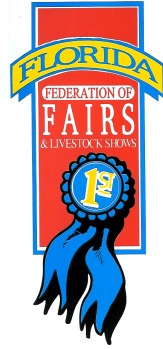


**CONTACT:**

Jose Boza/Jorge Martinez  
The Conroy Martinez Group  
Tel: 305-445-7550



**APPROVED**

**FLORIDA FEDERATION OF FAIRS NAMES MIAMI-DADE COUNTY FAIR  
A BLUE RIBBON FAIR FOR 2010-11**

MIAMI, FL – June 7, 2011 – The Florida Federation of Fairs recently named the Miami-Dade County Fair a Blue Ribbon Fair for 2010-11. The Florida Federation of Fairs recognizes and awards the top fairs in the state that excel after a rigorous judging process. This Blue Ribbon Fair Improvement Program is designed to highlight improvements that fairs have made, award excellence in different programs and promote the exchange of information and knowledge between fairs.

The mission of the Florida Federation of Fairs is to increase the overall quality of Florida's Agricultural Fairs, provide members with the support and guidance needed to enlighten our youth and educate the fairgoers on agriculture, trade, entertainment and the heritage of Florida.

“It is an honor for us to be named a Blue Ribbon fair,” said Phillip M. Clark, President/Chief Executive Officer of the Miami-Dade County Fair. “It demonstrates the progress we continue to make as we strive to give our guests new reasons to visit The Fair. Whether it's our youth market agricultural shows or our open show series, we continue to raise the bar on education and entertainment for our guests.”

The Miami-Dade County Fair celebrated its 60<sup>th</sup> anniversary this year, and is ranked as the largest fair in Florida, attracting well over half a million visitors annually. The 2011 edition

of The Fair saw a 5 percent increase in attendance. In cooperation with the Miami-Dade County Public Schools, The Fair showcases the artistic and academic talents of more than 45,000 students through competition and exhibition, with winnings totaling more than \$250,000 yearly in cash premiums, awards, trophies and plaques. In its 60 year history, The Fair has donated more than \$8 Million in scholarships, awards and premiums. The 2012 Fair is scheduled to run March 15 – April 1.

###