



The Fair Reaches its 60th Year Mark...
...Pushing the LIVE Experience to the Next Level!

LIVE!
EXPERIENCE

March 17-April 3, 2011 | www.fairexpo.com

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FOR IMMEDIATE RELEASE

THE ULTIMATE LIVE! EXPERIENCE BEGINS AT THE FAIR

Packages On-Sale Now. Quantities Limited.

Miami, FL – February 14, 2011 – The Fair in Miami-Dade reaches its 60 year mark March 17 through April 3. Spread across 18-days, The Fair ranks as one of the largest and most successful family events in the country, offering more than half a million guests new ways of pushing the LIVE! Experience to the Next Level.

On Opening Day, Thursday March 17th, the Ultimate LIVE! Experience begins with Latin Grammy Award winners Chino y Nacho LIVE! in concert at 9pm. The Venezuelan duo made their album debut nationally in 2008 and later gained acclaim with their international chart-topping smash hit “Mi Nina Bonita” and “Tu Angelito” in 2010.

ULTIMATE LIVE! EXPERIENCE PACKAGES

Fans can purchase Ultimate LIVE! Experience packages in advance to Meet & Greet hot new artists slated to perform as part of Friday Nights Rock and NEW this year Saturday Nights... LIVE! and SunDay FunDays A-LIVE! Package includes 1x Admission Ticket, 16x Ride Tickets and 1x Ultimate LIVE! Seat with Access Pass. Buy your tickets now for only \$49.99 available February 14 - March 4th. Visit www.fairexpo.com for more details. Quantities are limited.

DISCOUNT ADVANCE SALES TICKETS

Fairgoers receive the biggest savings (admission, POP & rides coupons) on tickets to The Fair 2011 during the Advance Sales Ticket window. Discounts of up to \$7 per person are available now until The Fair opens on Thursday, March 17th by visiting www.fairexpo.com.

Advance Sales Single Ticket Prices

- Single Admission \$8 (Good for admission for ages 6 and over any day including Opening Day, March 17, 2011. 5 & under FREE). Price during fair is \$10. Save \$2.
- POP \$20 (Good for unlimited rides Monday – Friday ONLY. Not good for school field trips or weekends.) Price during The Fair is \$25. Save \$5.
- 22 Any Day Ride Coupons \$17 (Good on midway rides any day of The Fair including school field trips and weekends.) Price during The Fair is \$25. Save \$8.

Line-up includes:

Opening Day

Thursday, March 17th at 9pm | Featuring international artists Chino y Nacho

Friday Nights Rock

Friday, March 18th at 9pm | Featuring American rock band Paper Tongues

Friday, March 25th at 9pm | Featuring FCW and WWE Superstars

Friday, April 1st at 9pm | Featuring alternative band The Ready Set

Saturday Nights... LIVE!

Saturday, March 19th at 9pm | Featuring Christian Singer/Songwriter and GMA Female Vocalist of the Year Natalie

Saturday, March 26th at 9pm | Featuring Nicaraguan Grammy Award winner Luis Enrique

Saturday, April 2nd at 9pm | Featuring Latin and Grammy Award nominated Puerto Rican Salsa Singer Jerry Rivera

SunDay FunDays A-LIVE!

Sunday, March 20th Noon – 5pm | Featuring Sid the Science Kid and Super Why!

Sunday, March 27th Noon – 5pm | Featuring The Cha-Cha Slide & Mr. C The Slide Man, Sid the Science Kid and Super Why!

Sunday, April 3rd Noon – 5pm | Featuring The Dirty Sock Funtime Band, Sid the Science Kid and Super Why!

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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