

**THE FAIR'S ULTIMATE LIVE EXPERIENCE BECOMES A REALITY FOR**  
**LOCAL CHARITIES**

**Holiday drive Kicks-off NEW resources to raise funds and gain exposure**

MIAMI, FL – December 10, 2010 – The *Ultimate LIVE Holiday Drive* offers local charities the opportunity to raise funds while giving their supporters access to *Live the Experience* at The Fair 2011. LIVE music, LIVE shows and LIVE events.....thrill seekers can champion their favorite charities and enjoy blockbuster entertainment as part of The Fair's **Friday Nights Rock, Saturday Nights.....LIVE!** and **SunDay FunDays A-LIVE** - at no additional charge.

Charities are invited to visit [www.fairexpo.com](http://www.fairexpo.com) to learn more about this creative offer allowing them to purchase deeply discounted admission and ride tickets to The Fair 2011 and resell them for up to **40 percent profit**.

“LIVE Experiences.....that's what The Fair 2011 is all about,” commented Phil Clark, President and CEO of The Fair, in Miami Dade. “As we unveil a whole new Fair in 2011, enhanced with a multitude of LIVE performances, concerts, shows, and more, we continue to support and encourage local charities with new programs using The Fair's tickets to raise funds for their cause while giving them new opportunities to gain exposure through partnership with The Fair.”

Presented by Pepsi, Kia Motors America and Sedano's Supermarkets, The Fair reaches its 60<sup>th</sup> year mark...pushing the LIVE Experience to the Next Level! Proudly showcasing more than 50,000 local student exhibits, both artistic and academic, and generously supporting youth achievement programs throughout the year.

Live the Experience | March 17 through April 3, 2011. Be There, The Fair.

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