



CONTACT:

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

MEDIA ADVISORY

**LESS THAN TWO WEEKS UNTIL LOCALS GET TO “LIVE THE EXPERIENCE”
AT THE FAIR**

**Internationally Recognized Mural Artists to Create Work of Art at
Miami-Dade County Fair; Rides Begin to Take Shape**

WHO: Miami-Dade County Fair

WHAT: Media is invited to capture the progress of two internationally recognized mural artists as they collaborate on a mural that will be unveiled at The Fair on Opening Day, March 15. Media will get a sneak peak at their creation as it begins to take shape on the Fairgrounds. **The piece will showcase the fun, food, rides and LIVE!** events the Fair offers during its 18 days.

The work of art is a collaboration between international muralist, painter, curator and instructor, Chor Boogie, who combines a knowledge of street culture with a familiarity of color therapy, and acclaimed urban graffiti artist, **Erni Vales of EVLworld**, best known for his development of the 3D graffiti style that has influenced thousands worldwide to follow his technique.

In addition, 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.

Presented by Pepsi, Kia Motors America and Sedano's Supermarkets, the Miami-Dade County Fair & Exposition is celebrating its 61st year and is ranked as the largest fair in Florida, hosting well over a half a million guests annually. The Fair™ is a private, not-for-profit organization dedicated to enriching the community by promoting education and South Florida agriculture. In cooperation with the Miami-Dade County Public Schools, The Fair annually showcases the artistic and academic talents of more than 45,000 students through competition and exhibitions. In its distinguished history, The Fair has donated more than \$8 million in scholarships, awards and cash premiums. The 2012 Fair runs March 15th through April 1st.

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)

WHEN: Tuesday, March 6, 2012
11 a.m.

#