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**FOR IMMEDIATE RELEASE**

**For the First Time Ever, The Fair™ Announces  
50% OFF Fair Bucks and Savings of Up to 75%  
ONLY Four Days, Black Friday through Cyber Monday, Nov. 23 – 26**

**MIAMI, FL – November 6, 2012** – In celebration of Thanksgiving's shopping madness and to kick off its online Advance Discount sales, the Miami-Dade County Youth Fair & Exposition is discounting its Fair Bucks 50% for a limited time. This special Thanksgiving holiday online promotion takes place from 12:01 a.m. on Friday, November 23<sup>rd</sup> through 11:59 p.m. on Monday, November 26<sup>th</sup>.

Fair Bucks allow consumers to purchase 2013 Youth Fair admission tickets, ride and game coupons, Fair food, beverages and other Fair related products and services. This is the first time The Youth Fair has presented this 50% discount offer to the community.

"Our Fair Bucks 50% off online promotion is an incredible offer for two reasons", said Bob Hohenstein, newly elected President & CEO. "It offers the families and guests planning to visit us next spring an easy and convenient way to save money and realize a great family entertainment value. Also, families taking advantage of the offer support the many student academic, athletic, agricultural and artistic programs the Youth Fair provides year-round in our Miami-Dade community."

To purchase Fair Bucks and other Youth Fair products this Thanksgiving Weekend, visit [www.fairexpo.com/the](http://www.fairexpo.com/the) fair. For more information, call (305) 223-7060. This special offer is brought to you by Miami's Community Newspapers.

*The Miami-Dade County Fair & Exposition, known for generations as The Youth Fair, is a private, not-for-profit organization that has donated well over \$10 million in scholarships, awards and cash premiums to Miami-Dade students and is dedicated to supporting education and South Florida agriculture. The Youth Fair will take place next spring, March 14-31, 2013. For more information, please visit [www.fairexpo.com](http://www.fairexpo.com) or call (305) 223-7060.*

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