



Media Contacts:

Elaine Alvarez
Bristol Public Relations
elaine@bristolpr.com
Cell. 917-774-8924

Eloise E. Rodriguez
Bristol Public Relations
eloise@bristolpr.com
Cell. 786-326-2221

FOR IMMEDIATE CONTACT

Bristol Public Relations Named Public Relations Agency of Record for the Miami-Dade County Youth Fair & Exposition

MIAMI, FL - November 1, 2012 – Bristol Public Relations announced it has been named the PR agency of record for the Miami-Dade County Youth Fair & Exposition, a private, not-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.

Bristol PR will be a part of the Youth Fair's multi-tiered communications team, which in addition to public relations also includes advertising, marketing, promotions and social media. The 18-day Youth Fair is scheduled to take place next spring, March 14-31, 2013, and is attended annually by more than 500,000 fairgoers. The firm will be responsible for handling the strategic media relations efforts in order to help increase visibility for this popular event, as well as for the organization's year-round initiatives.

"We have collaborated with the Youth Fair in diverse capacities for more than 15 years and certainly look forward to working closely with them and their public relations efforts in order to get their message out to the South Florida community," stated Eloise E. Rodriguez, president of Bristol Public Relations.

"As we prepare for the 2013 Youth Fair, we are excited to have Bristol Public Relations on board as part of our marketing and communications team. We strive to work with top industry professionals in order for the organization to continue to excel," commented Robert Hohenstein, president & CEO of the Miami-Dade County Youth Fair & Exposition.

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About Bristol Public Relations

Bristol Public Relations, based in Coral Gables, FL, is a full-service, bilingual agency. For the past 12 years, it has provided clients with diverse services, including: public relations, media relations, marketing, promotions, community outreach, special event productions and social media. The agency has received numerous community recognitions and is led by Eloise Rodriguez as President and Vice President Rafael L. Rodriguez. For more information visit www.bristolpr.com or call 305-447-6300.

About Miami-Dade County Youth Fair & Exposition

Now in its 62nd year, the Miami-Dade County Youth Fair & Exposition is a private, not-for-profit organization dedicated to enriching the community by promoting education and South Florida agriculture. In collaboration with Miami-Dade County Public Schools, The Fair™ showcases the artistic and academic talents of more than 45,000 students through competition and exhibition, having donated well over \$10 million in scholarships, awards and cash premiums. It is ranked as the largest fair in Florida, hosting more than half a million guests annually. For more information, please visit www.fairexpo.com or call 305-223-7060. This annual springtime event is scheduled for March 14-31, 2013.

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