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**FOR IMMEDIATE RELEASE**

**The Youth Fair Announces: *COWTOWN*  
A Farm-Fresh Exhibit That Engages Young Audiences**

***Learn how to make cheese, ice cream, butter, soap  
and check out the live goats and cows***

**MIAMI, FL – March 4, 2014** – For all 18-days of The Miami-Dade County Youth Fair & Exhibition, ***Cowtown***, a hands-on entertainment experience, will be taking youngsters on an educational journey through what’s genuinely organic and homemade.

Located in the World of Agricultural on the south side of the fairgrounds, *Cowtown* will offer youngsters the opportunity to enjoy a live cow and goats exhibit, as well as learn how to differentiate between cow and goat milk, make ice cream, cheese, butter and soap. It’s truly farmtastic! But that’s not all. At *Cowtown*, kids will also get to see a live Texas Longhorn, a gentle breed of cattle known for its massive horns. As part of this unique experience, the kids will also learn the following:

- The Texas Longhorn originates in Spain and is said to have arrived with Christopher Columbus. Visitors will get to see an actual Texas Longhorn cow, which for most, will be the first time.
- The role it played in building North and South America.
- Its meat is healthier and leaner to consume.
- Its natural ability to survive off the land.

Plus, kids can take part in a “discovery zone,” where they can touch real horns, hides and bones.

“One of the missions of The Youth Fair is to promote South Florida agriculture”, said Bob Hohenstein, President and CEO. “Our new *Cowtown* area will, in a fun and entertaining way, give youngsters an up-close look at how dairy products are produced before they are displayed and sold in a supermarket’s dairy aisle.”

*Cowtown* is part of the entertainment lineup included with the price of admission.

The Youth Fair is located on Coral Way (SW 24<sup>th</sup> St.) at 112<sup>th</sup> Ave. Gates open on weekdays at 3 p.m., Saturdays & Sundays at 12 noon and at 12 noon during Spring Break, which takes place March 21 – 30, 2014. General admission is \$12 with FREE admission for children 5 years and younger, as well as adults 65 and better every day, all day. Admission for active duty and retired military personnel is \$6, Mon.–Thurs. (with Military ID). Offer valid for active and retired personnel and up to three guests. Guests must present coupon available only at [www.fairexpo.com](http://www.fairexpo.com). The P\*O\*P Unlimited Ride Card is \$25 Mon - Fri., and P\*O\*P Weekend (Sat.-Sun.) Unlimited Ride Card is \$35.

Parking is always FREE every day, all day! Preferred parking is available for \$12 per vehicle. Preferred parking is limited.

All Youth Fair shows, the Royal Hanneford European Circus and all concerts are free with admission.

The Youth Fair also offers many amenities for families, including: stroller and wheelchair rental, lost & found, paved walkways, convenient sitting areas, lush landscape, diaper changing facilities/restrooms and more. Sponsors include Coca-Cola, KIA, and Sedano's.

*The Miami-Dade County Youth Fair & Exposition, known for generations as The Youth Fair, is a state of Florida chartered, private, not-for-profit organization that has donated well over \$10 million in scholarships, awards and cash premiums to Miami-Dade County students and is dedicated to supporting education, showcasing youth achievement and promoting South Florida agriculture. The Youth Fair will take place daily March 13-30, 2014. For more information, please visit [www.fairexpo.com](http://www.fairexpo.com) or call (305) 223-7060.*

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