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FOR IMMEDIATE RELEASE

MORE TIME, MORE ENJOYABLE & MORE AFFORDABLE!

The Youth Fair Extends P*O*P Unlimited Ride Cards to Weekends

Be a Part of the Fun, March 13-30, 2014

MIAMI, FL – March 4, 2014 – For the first time ever, The Miami-Dade County Youth Fair & Exposition will offer P*O*P (Pay-One-Price) Unlimited Ride Cards for the weekends, allowing unlimited rides for one price.

P*O*P CARDS PURCHASED IN ADVANCE:

- As low as \$20 for groups of 20 guests or more, for guests purchasing at an Advance Sales account and at all Sedano's Supermarkets.
- Each is valid for any one-day of the week, now including Saturday and Sunday, during the 18 days of The Youth Fair.

P*O*P CARDS PURCHASED AT THE GATE DAY OF VISIT:

- Cost is \$25 on weekdays (Mon. thru Fri.) & \$35 on weekends (Sat. - Sun.)
- Each is valid for any one-day of the week, now including Saturday and Sunday, during the 18 days of The Youth Fair.

Purchasing the P*O*P Unlimited Ride Cards in advance presents a huge savings for fairgoers. Plus, guests will also have the opportunity to purchase the Express Access Pass during the 2014 Youth Fair.

EXPRESS ACCESS PASS:

- Purchase a \$15 Express Access Pass and get on all the rides even faster.
- The Express Access Pass allows guests to board all their favorite rides in an expedited manner through the Express Lane.
- Available for purchase each operating day of The Youth Fair at Ride Ticket Booths.

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Advance Sales are a key component for The Youth Fair, with more than 500 fundraising accounts participating in 2013, totaling more than \$1.8 million in advance sales for the Youth Fair, a private, not for profit organization.

“We have listened to our guests. They have told us resoundingly that they truly enjoy the convenience and value of our Pay-One Price Unlimited Ride Cards and wanted us to extend them into our six weekend operating days,” said Bob Hohenstein, President & CEO. “We believe that with a weekend Pay One Price Unlimited Ride Card now available and with our value priced Advance Sales programs, we have a solid foundation heading into our 2014 Youth Fair.”

The Youth Fair is located on Coral Way (SW 24th St.) at 112th Ave. Gates open on weekdays at 3 p.m., Saturdays & Sundays at 12 noon and at 12 noon during Spring Break, March 21-30, 2014. General admission is \$12 with FREE admission every day, all day for children 5 years and younger, as well as adults 65 and better. Admission for active duty and retired military personnel \$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.

Parking is 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 Supermarkets.

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 or call (305) 223-7060.

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