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**FOR IMMEDIATE RELEASE**

**The 2016 Youth Fair Celebrates 65 Years of Smiles With New Entertainment, Foods, Special Discounts & More!**

***Starting Celebrating On March 17<sup>th</sup>***

**MIAMI, FL – March 2016** – Now in its 65<sup>th</sup> year, The Miami-Dade County Youth Fair & Exposition is celebrating 65 years of smiles by offering more fun than ever. The Youth Fair will again be open 21 days, from March 17<sup>th</sup> – April 10<sup>th</sup>, 2016, except March 28-29 and April 4-5. The award-winning entertainment line-up, along with special discounts, new rides, new foods and promotions will offer something for every member of the family.

**FREE ENTERTAINMENT INCLUDED WITH ADMISSION ALL 21 DAYS:**

- **CELEBRATION ON ICE** - Ice Skating extravaganza at Fuchs Pavilion
- **PIRATES OF THE SKY** – Stunt Show at the Extreme Zone
- **BREAKS8** – High-energy Interactive show at the Main Stage
- **ROYAL HANNEFORD CIRCUS** - Entertaining children and adults of all ages under the red and white big top tent with different performers and NEW lineup.
- **THE PROCRASTINATORS** - Outrageous drummers twisting and stomping their way through fast and furious rhythmic fun.
- **BEER HAVEN** - Craft beer experience with 60 beers on tap, outdoor seating and an educational 18 ft. trailer with a 5-barrel brewery system called the Great American Beer Station - the largest mobile brewery in the world.
- **OPA OPA SALOON** - Guests will be able to sample a fine craft beer selection, a variety of wine, as well as Sangria, homemade with fresh fruit.
- **COWTOWN** - This hands-on entertainment experience will have kids enjoying live cows and a goat's exhibit, as well as an opportunity to learn how to make ice cream, cheese, butter and soap. NEW activities this year include Broom Making and Leather Craft Demonstrations.
- **SHOW ME SAFARI PIG RACES** - Watch your favorite little ham race its way to the finish line everyday at The Oasis.
- **PETTING ZOO & PONY RIDES** – Come face to face with animals of all shapes and sizes at the Oasis.
- **SAND SCULPTURE** - Witness a 100-ton sand sculpture taking shape at The MarketPlace.

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- **LASER SHOW** - Celebrate 65 Years of Smiles with two laser shows to the main stage every night (except concert days where there will only be one show).
- **BUTTER SCULPTURE** - Guests can come out and enjoy original 800-1,000 pound butter sculpture while it is being created at the World of Agriculture Tent.

### **STROLLING ENTERTAINMENT:**

- The Fritters
- Tadpole & Katie the Clowns
- Light Up The Night Robots

### **FREE LIVE CONCERTS INCLUDED WITH ADMISSION:**

- Saturday, March 19<sup>th</sup> – **Christian concert featuring MercyMe.**
- Friday, March 25<sup>th</sup> – **Country concert featuring Love and Theft plus Jessie James Decker.**
- Saturday, March 26<sup>th</sup> – **La Salsa Vive concert featuring Oscar D' Leon, Hansel and Sonora Carruseles:**
- Saturday, April 2<sup>nd</sup> – **Disco concert featuring VILLAGE PEOPLE WITH TAVARES**
- Saturday, April 9<sup>th</sup> – **Celebrating Celia Cruz concert featuring Willy Chirino, Aymee Nuviola, Jeimy Osorio and Celia Cruz All Stars**

### **WAYS TO \$AVE:**

- **21-DAY ADMISSION PASS** – Visiting the Youth Fair more than once? Get the 21-Day Admission Pass for only \$25 online or \$28 at the fairgrounds and obtain a FREE Souvenir cup at The MarketPlace Information Booth. The 21-Day Admission pass will be available for purchase thru April 1st, 2016.
- **EXPRESS ACCESS PASS** – The Youth Fair offers an Express Access Pass that gives guests faster access to their favorite rides. The Express Access Pass is \$15 per person and available for purchase on site only. It will not be sold online and is valid only for the date of purchase. Admission ticket, P\*O\*P ride card or 22 coupon sheet must be purchased prior to obtaining the Express Access Pass.
- **\$6 DEALS** - Save on \$6 food, games and merchandise deals Monday to Friday before 6 pm at participating vendors. Look for the \$6 deals sign displayed at the different booths.

### **OPENING DAY, MARCH 12 – ADMISSION & SPECIAL OFFERS FOR OPENING DAY ONLY:**

- \$6.00 General Admission ALL DAY. No coupon is necessary! Cannot be combined with any other discount or offer.
- Purchase your general admission in advance at any participating Sedano's Supermarket or online at fairexpo.com and each admission ticket purchased gets two guests into the 2016 Youth Fair on Opening Day. Cannot be combined with any other discount or offer.
- Guests wearing a **green shirt** will receive \$2 off from participating food vendors for different foods and beverages ALL DAY in celebration of St. Patrick's Day.
- "The 65<sup>th</sup> Guest Offer" – In honor of the Youth Fair's 65 anniversary, the 65<sup>th</sup> guest at each turnstile (on Opening Day only) will receive 2 FREE 2016 Youth Fair t-shirts.
- FREE 65<sup>th</sup> Anniversary Car Magnets (while supplies last). Guests will receive them as they enter to park.

## **FREE ADMISSION:**

- **FREE STUDENT ADMISSION TICKET** – Each student in Miami-Dade County received a free student admission ticket for select days of The Youth Fair. The Youth Fair distributed these tickets to public, private, parochial, and homeschools. They are valid Monday through Thursday. Ticket will be required.
- **FIU STUDENT & EMPLOYEE APPRECIATION DAY** - Any current student or employee who brings their current FIU ID to any Main Gate ticket booth will receive FREE admission on Wednesday, March 30th.
- **BOY AND GIRL SCOUTS' DAY** - Boy and Girl Scouts wearing their uniform will receive FREE admission on Wednesday, March 23rd. Coupon will not be required. Must go directly to Front Gate turnstiles.

## **SPECIAL DISCOUNTS (NON-COUPON):**

- **GIVE A MEAL GET A DEAL FOOD DRIVE** - Bring two cans of food (any size) and receive \$4 off on 1 admission. Look for the tent at the Main Gate Entrance to obtain a ticket and proceed to any Main Gate ticket booth. This will benefit Miami Rescue Mission. Not valid on Opening Day.
- **TWIN THURSDAYS** - Do you have a twin? Bring your other you on any Thursday and only pay for one regular admission (\$14). Go to any Main Gate ticket booth. Coupon will not be required. Not valid on Opening Day.

## **SPECIAL DISCOUNTS (WITH ONLINE COUPON AT FAIREXPO.COM):**

- **MY COKE REWARDS** - Are you a member of My Coke Rewards? In exchange of 275 reward points, you may receive two (2) FREE admission tickets to the 2016 Youth Fair. Limited quantities are available.
- **\$7 BEFORE 6 PM** - \$7 admission before 6 pm Monday to Friday. Not valid on Opening Day. Coupon will be required.
- **POLLO TROPICAL** - Get your \$7 admission before 6 pm coupon from any participating Pollo Tropical. Valid Monday to Friday before 6 pm. Not valid on Opening Day. Coupon will be required.
- **DOMINO'S** - Get \$7 off on a second ticket when you purchase one admission ticket at regular price. Coupon will be required (attached to Domino's boxes). Not valid on Opening Day.
- **FLANIGAN'S LUNCH CLUB CARD** - Are you a member of the Flanigan's Lunch Club? Bring your card to any Main Gate ticket booth to receive \$4 off admission (up to 2 admission tickets). Your card will be stamped and you may take it back with you. Valid Monday to Friday. Not valid on Opening Day.
- **EXIT BOUNCE BACK COUPON** - As you exit through the Main Gate Entrance turnstiles, you will receive a \$4 off admission coupon to come back to the 2016 Youth Fair. Not valid on Opening Day. Coupon will be required.
- **PARENTS' DISCOUNT** - Parents received \$4 off admission with coupon that is attached to the Free Student Admission ticket. The Youth Fair distributed these tickets/coupons to public, private, parochial, and homeschools. Coupon will be required. Not valid on Opening Day.
- **MILITARY** - All active and retired U.S. military personnel with valid military ID (and up to 3 guests) each save \$6 on admission Monday to Thursday. Not valid on Opening Day. Coupon will be required.
- **PUBLIC, PRIVATE & CHARTER SCHOOL TEACHERS** - All public, charter and private school teachers (and up to 3 guests) each save \$4 on admission Monday to Thursday. Not valid on Opening Day. Coupon will be required.
- **MIAMI-DADE COUNTY EMPLOYEES** - Miami-Dade County employees (and up to 3 guests) each save \$4 on admission Monday to Thursday with valid Miami-Dade County Employee ID. Not valid on Opening Day. Coupon will be required.

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- **MIAMI-DADE PUBLIC LIBRARY SYSTEM CARD HOLDERS** - Miami-Dade Public Library System card holders (and up to 3 guests) each save \$4 on admission Monday to Thursday with valid library card. Not valid on Opening Day. Coupon will be required.
- **MIAMI-DADE COUNTY PTA MEMBERS** – Miami-Dade County PTA members (and up to 3 guests) each save \$4 on admission Monday to Thursday. Not valid on Opening Day. Coupon will be required.

The 2016 Youth Fair features nearly 100 thrilling rides, including the NEW thriller, KMG Hurricane and KiddieLand Too's Elephant themed ride! Also, 170 food concessions featuring new items such as the **Funnel Bacon on a Stick, Fire and Ice Sundae, the Big Rib, Specialty Pretzel and many more.** In addition, 130 merchandise shops, over 50,000 student and adult exhibits and 50 games.

### Ride Prices:

- P\*O\*P (Pay One Price) Unlimited Ride Card - \$28 on weekdays and \$35 on weekends when purchased at the gate on the day of visit. The cost is \$25 if purchased in advance online.
- 10 Rides Coupons - \$14
- 22 Rides Coupons - \$28
- 55 Rides Coupons - \$60
- Single Ride Coupon - \$1.50
- Express Access Pass- \$15 (Gets you on all the rides faster!)

The Youth Fair runs from March 17 – April 10, 2016, except March 28-29 and April 4-5 at Tamiami Park, which has been its home for 44 years, located at Coral Way (SW 24th Street) & SW 107th Avenue.

Gates open at 3:00 p.m. March 17, 18, 30, 31, April 1, 6 & 7. Gates open at 12 p.m. all other operating days. Admission at the gate is \$14 with free admission all day, every operating day for guests 5 years and younger and 65 years and better. Admission is also free all day for active duty and retired military personnel (with valid military ID) on Opening Day, March 17 and each Wednesday. Returning in 2016 is The Youth Fair 21-Day Admission Pass, which allows guests to pay \$25 for one admission each operating day and includes one free Souvenir Cup. Additional discount offers and coupons are available at [www.FairExpo.com](http://www.FairExpo.com). Parking is free every day, all day. The Pay One Price Unlimited Ride Card is \$28 weekdays, \$35 on weekends at the fairgrounds.

The Youth Fair offers many amenities for families including stroller and wheelchair rental, lost and found, paved walkways, convenient sitting areas, lush landscaping, restroom and diaper changing facilities and more. Sponsors include Coca-Cola, South Florida Ford and Sedano's Supermarkets. For more information, visit [www.FairExpo.com](http://www.FairExpo.com) or call (305) 223-7060.

### About the Miami-Dade County Youth Fair & Exposition

*The Miami-Dade County Youth Fair & Exposition (The Youth Fair) is the largest charity event in South Florida. The not-for-profit association is dedicated to promoting education and agriculture while showcasing and rewarding youth achievement and providing quality family entertainment, all without taxpayer dollars. The annual Youth Fair exhibits more than 53,000 student projects to more than 650,000 Youth Fair guests and awards more than \$300,000 annually in college scholarships, cash premiums and awards to students. To date, The Youth Fair has presented well above \$10 million to the Miami-Dade community. It was recognized as the 2015 Leisure & Entertainment Services Firm of the Year by the Latin Builder's Association, was named as the 2015 Non-Profit Organization of the Year by the South Florida Hispanic Chamber of Commerce and was awarded the 2015 Diamond Award for Outstanding Hospitality Entity by the Coral Gables Chamber of Commerce. The Fair Exposition Center, which is the second largest convention center in Miami-Dade County, hosts an additional 70 community events each year. Visit [fairexpo.com](http://fairexpo.com) or call 305-223-7060.*

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