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The Youth Fair's Sira Camilo Named 2016 AXA Businesswoman of the Year Award Winner for Outstanding Hospitality Professional

MIAMI, Fla. – March 9, 2016 – Sira Camilo, Miami-Dade County Fair & Exposition's director of sales and business development, was named the AXA Businesswoman of the Year award winner for outstanding hospitality professional by the Coral Gables Chamber of Commerce.

"It is an honor to be recognized among my peers for the work I've loved doing for 22 years," Sira Camilo said. "I am humbled that my coworkers nominated me for this award and even more humbled to have received it."

Camilo learned the business of The Youth Fair from the ground up. She began her career as operations assistant in 1994, and through the years developed into a results-driven manager overseeing sponsorship and advance sales for the annual Youth Fair. In addition, she negotiates sales for the Fair Expo Center. In 2015, she increased sales by 10 percent and sponsorships by 27 percent, respectively.

Moreover, Camilo created the procedures and guidelines for guest relations and hospitality for The Youth Fair and compiled a manual for guest relations. She personally administers the procedures each year when she manages two guest-relations booths during the four-week Youth Fair to ensure that all 650,000 guests enjoy the best experience possible.

In addition to her work at The Youth Fair, Camilo sits on the board of directors of the Greater Miami Services Corporation, a nonprofit organization that aims to help disadvantaged youth by teaching skills and abilities so they can advance toward achieving their full potential in the local workforce.

The AXA Advisors Businesswomen of the Year Awards honors outstanding women in Miami who demonstrate excellence in their profession and serve as role models for other businesswomen. The awards were presented March 4 at the Coral Gables Country Club.

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 and was named as the 2015 Non-Profit Organization of the Year by the South Florida Hispanic 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 or call 305-223-7060.

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