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FOR IMMEDIATE RELEASE

THE YOUTH FAIR ANOUNCES NEW SAVINGS FOR ALL IN 2016

Celebrate 65 Years of Smiles With Free Admission, Daily Discounts, Special Offers & More!

MIAMI, FL – March 2016 – Now in its 65th year, The Miami-Dade County Youth Fair & Exposition is offering more savings than ever for the community to enjoy free admission, daily discounts, special offers and more as they celebrate 65 Years of Smiles.

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 65th Guest Offer” – In honor of the Youth Fair’s 65 anniversary, the 65th guest at each turnstile (on Opening Day only) will receive 2 FREE 2016 Youth Fair t-shirts.
- FREE 65th Anniversary Car Magnets (while supplies last).

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.
- **BOYS & GIRLS SCOUTS DAY** - is Wednesday, March 25th. Free admission for Boys & Girls Scouts dressed in uniform. No coupon is required. Must go directly to Front Gate turnstiles.
- **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.

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 receive \$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.
- **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.

ALL DAY, EVERY DAY AT THE YOUTH FAIR:

- Guests 65 years of age or better receive FREE admission all 21 days. Guest must provide picture ID.
- Youngsters 5 years of age and under receive FREE admission all 21 days.
- Parking is always FREE every day, all day.
- Concerts, shows and circus are FREE with Youth Fair admission.

"We are proud to offer the community these special deals and promotions," said Bob Hohenstein, president and CEO. "Our hope is that everyone and anyone in the community is able to take advantage of such great opportunities to save and join us at this year's Youth Fair!"

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, noon 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. 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 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 or call 305-223-7060.

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