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***** MEDIA ADVISORY/ PHOTO OPPORTUNITY *****

Ring in the Holidays with the Arrival of Santa Claus in an Antique 1970's Fire Truck for the Official Grand Opening of the First Annual Winter Fairland™ on November 24, 6 p.m.

- WHAT:** Santa Claus is coming to town! Be the first to welcome Santa to Winter Fairland on Opening Day, Friday, November 24th as he arrives in a beautiful antique 1970's fire truck. Watch him make his grand entrance and be part of this new holiday family tradition.
- WHO:** The Miami-Dade County Youth Fair & Exposition has created this brand-new holiday attraction with activities for the entire family.
- WHEN:** Friday, November 24, 2017 – Winter Fairland's Grand Opening at 5:00 p.m. Santa makes his much anticipated arrival at 6:00 p.m.
- WHERE:** Winter Fairland at The Miami-Dade County Youth Fair & Expo, 10901 S.W. 24th St., Miami, FL 33165
- DETAILS:** **Winter Fairland is open November 24, 2017 thru January 7, 2018 and admission is FREE.** Activities for Winter Fairland include ice skating, photos with Santa Claus, virtual reality games, family snow globe portraits, camel rides, a holiday petting zoo, the Little Elves Craft Zone, face painting, a country western saloon with beer and ales, holiday music, a Holiday Toy Drive in partnership with Miami-Dade County Commissioner Joe A. Martinez, mouthwatering food, shopping at Mistletoe Market, karaoke & much more. Parking is \$10. Prices for activities vary. For operating hours and schedule, visit www.winterfairland.com. Follow Winter Fairland @winterfairland (Facebook, Twitter, Instagram & Snapchat). #WinterFairland.

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About Winter Fairland

Winter Fairland is an all new indoor family-friendly holiday event taking place from November 24, 2017 thru January 7, 2018. Allowing families to start a new holiday tradition in Miami, Winter Fairland will be held at the Miami-Dade County Youth Fair & Exposition fairgrounds. The event offers activities of all kinds for the entire family. Admission is free and prices for activities vary. Parking is \$10. For more information, visit www.winterfairland.com or call 305-223-7060.

About Miami-Dade County Fair & Expo

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 63,000 student projects to nearly 600,000 Youth Fair guests and, in 2017, awarded more than \$530,000 in college scholarships, cash premiums and awards to students. To date, The Youth Fair has presented well over \$11 million to the Miami-Dade community. It received the 2016 Trustee of the Year award from the South Hispanic Chamber of Commerce and was a finalist for the Coral Gables Chamber of Commerce 2016 Diamond Award for Large Non-Profit. It was recognized in 2015 as the Leisure & Entertainment Services Firm of the Year by the Latin Builder's Association, the Non-Profit Organization of the Year by the South Florida Hispanic Chamber of Commerce, and was the Diamond Award Winner 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.