

NEW MEXICO True FEST @ EXPO NEW MEXICO

FIRST-EVER NEW MEXICO TRUE FEST WILL TAKE PLACE LABOR DAY WEEKEND

New Mexico Vendors and Entertainers are invited to Participate

SANTA FE, N.M. – (June 23, 2016) – The New Mexico Tourism Department is partnering with EXPO New Mexico to announce the first-ever New Mexico True Fest, a showcase for authentic New Mexico products, food and entertainment, on Labor Day weekend, September 3-4. The event is being held in conjunction with the New Mexico Wine & Jazz Festival on the fairgrounds at EXPO New Mexico in Albuquerque.

“The New Mexico True campaign is a celebration of everything about our state that is unique, different and special,” said Rebecca Latham, tourism department cabinet secretary. “New Mexico True Fest brings those things together, giving us the chance to celebrate our culture and diversity through the food, art, music and experiences that connect us as New Mexicans.”

New Mexico True Fest will feature local entertainment, arts and artisans, a farmers market, food trucks, craftsmen, travel information and giveaways, classes and demonstrations, craft beers and local wines. At the center of the festival are the products and businesses enrolled in the New Mexico True Certified program.

“Consumers want to know more about what they’re buying and who they’re buying it from,” said Latham. “New Mexico True Fest connects people to the products that are made, grown or born and raised in our own backyard.”

“In addition to hosting the best and biggest local events, promoting home grown industries, from agriculture to the arts, is part of our daily mission at EXPO New Mexico. We provide the perfect canvas to showcase the many talented New Mexicans whose products and creations make our state a more rich, vibrant and interesting place to live,” stated Dan Mourning, general manager of EXPO NM. “Not to mention that we are experts in fun, which is why the Reithoffer

Carnival will also be part of our celebration of New Mexico, opening the midway for most rides on both days of the festival.”

There is no fee for New Mexico businesses with qualified products to join the New Mexico True Certified program, and booth fees for those businesses will be waived for the event. Vendors and entertainers interested in participating in New Mexico True Fest are invited to complete the application at <http://www.exponm.com/p/events/nmtruefest> before August 1, 2016. Space is limited and priority placement will be given to businesses enrolled in the New Mexico True Certified program.

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About New Mexico True: The New Mexico Tourism Department created the New Mexico True campaign in response to common misconceptions that New Mexico is a dry, arid, barren desert state with nothing to do. Built upon the idea that a trip to New Mexico is an “adventure that feeds the soul,” the campaign provides a platform for unified brand messaging for more than 50 communities and businesses around the state. In 2015, the New Mexico True received two prestigious awards for “Best Digital Campaign” in the country. Since the launch of the campaign in 2012, New Mexico has had three consecutive years of record-breaking tourism growth.

About New Mexico True Certified: Launched by the New Mexico Tourism Department in April 2016, this initiative allows select New Mexico businesses to leverage the hugely popular New Mexico True brand to build their product’s recognition and amplify their existing marketing message. The New Mexico True Certified program brings national attention to the quality, care and craftsmanship behind products that are uniquely New Mexican, while providing opportunity for small and large businesses to integrate the New Mexico True Certified mark on their packaging, fulfillment and marketing materials. To learn more about New Mexico True Certified visit NMTourism.org/TrueCertified.