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## **New Mexico State Fair Increases Revenues by 11%** *Among Other Improvements, Award Winning Commercials Had Positive Impact*

ALBUQUERQUE, NM – At last week’s New Mexico State Fair commission meeting, commissioners learned from the General Manager of the New Mexico State Fair that revenues for the 2014 Fair were \$5,264,646, representing just over an 11% increase over last year’s revenues and consistent with the marked increase in attendance over last year’s Fair. Projections indicate that after the books are closed over the next couple of months, this year’s Fair will have earned an estimated \$500,000 profit. These numbers reflect among the best revenues the Fair has earned in nearly a decade.

There are a number of reasons that the 2014 New Mexico State Fair was so successful, including a re-vamped advertising campaign that focused on the many elements that make the Fair special and unique to New Mexico. EXPO New Mexico/Fair management recently learned that this year’s State Fair commercials have been awarded second place among similarly sized fairs by the International Association of Fairs and Expositions (IAFE). The commercials were created by RK Ventures, a local ad agency, based on the ad campaign strategy developed by the State Fair Management/Media team. Awards will be presented at the annual IAFE conference, to be held next month in Las Vegas, Nevada.

“Our revenues reflect the hard work that has gone into providing a Fair which is a safe, family friendly event that is the best entertainment value for the dollar,” stated Dan Mourning, General Manager of the New Mexico State Fair. “We are proud that the IAFE award acknowledges the creative effort and strategy involved with promoting the Fair which was another key to its success.”