



For Immediate Release  
September 13, 2020  
Contact: Wyndham Kemsley  
(505) 720-5691

## **2020 Virtual New Mexico State Fair Goes Live TOMORROW!**

Albuquerque, NM – Monday, September 14 marks the first day of the 2020 Virtual New Mexico State Fair, and with it comes fun for the whole family. While fair fans may not be able to attend the beloved event in person, New Mexicans will be able to enjoy the spirit of the fair on social media and at [www.exponm.com](http://www.exponm.com). Beginning Monday, the Virtual New Mexico State Fair will be highlighted for 7 days on social media and on the fair’s website, through September 20, with lots of fun activities, entertainment, and online competitions. In 2020, “Home is where the fair is.”

Videos of popular fair entertainers and recording artists, photo galleries of art made by New Mexico’s talented school-age artists, family activities, special contests, online shopping, and a unique community outreach event will bring a little bit of the fair into the homes of people throughout the state. The Virtual Livestock Shows and a Premium Sale gives New Mexico’s 4-H and FFA students the opportunity to show the animals they have worked so hard to raise over the last year. The Premium Sale is also an opportunity for many of these students to raise the money they will use to go to college. Through this year’s Virtual Livestock Show and Sale over 200 agriculture students who raised over 450 animals to show at the Fair will have the opportunity to recoup costs and raise funds that would otherwise be done at the Fair’s annual Junior Livestock Sale.

Earlier this summer, the fair issued a call for entries in a variety of online categories. Impressive entries from participants throughout the state were received in 9 online fair competitions including Cake Decorating, Cookie Decorating, Tablesapes, Fresh & Dried Flower Arrangements, “Back to Nature” Photography, Pets Dressed as Livestock, Sidewalk Chalk Art, Quilts, and a 2021 State Fair Poster Design contest. Beginning tomorrow, Monday, September 14 through Sunday, September 20, New Mexicans are invited to cast their votes on the fair’s website for their favorite entries. Casting your vote for People’s Choice in any of the 9 categories automatically enters voters to win FREE gate admission for 4 to the 2021 New Mexico State Fair. Limit one vote per person, per category.

“This is the time of year that so many New Mexicans look forward to the most,” stated State Fair General Manager, Dan Mourning. “The fair is the biggest celebration of the best that New Mexico has to offer. Everything from art and music, to rodeo and livestock, there’s nothing

better than a September day at the fair and this year, we are bringing a little bit of that fair magic into the homes of New Mexicans.”

In a twist to the virtual theme, the “Fair Cares Wellness Drive” will take place on the EXPO New Mexico Fairgrounds on Saturday, September 19. The fair, in partnership with churches, community organizations, and local government will provide relief and resources to our neighbors. Free groceries, flu shots, the opportunity to donate blood, and receive help responding to the 2020 Census will be highlighted during the event. This event will follow all current social distancing and public health guidelines.

For more information about the 2020 Virtual New Mexico State Fair please visit

[www.exponm.com](http://www.exponm.com)

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