



For Immediate Release
March 17, 2015
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New Mexico State Fair Selects New Carnival Operator *Highly Regarded Reithoffer Shows Wins Competitive Bid*

Late last week New Mexico State Fair officials signed a four year contract with Reithoffer Shows to provide midway operations starting with this year's State Fair, which kicks off on September 10, 2015. Reithoffer Shows, which up until now has operated primarily on the East Coast, has a solid reputation for delivering an outstanding carnival experience.

The State Fair released the request for proposals on January 30, 2015 with proposals due back to the Fair no later than March 3, 2015. An independent committee composed of individuals familiar with carnival operations was established to review multiple bids received during that time. The Request for Proposals prioritized public safety and operations including background checks and stringent ride maintenance requirements, as well as the delivery of a carnival that is entertaining, imaginative and innovative. In addition to providing a good variety of carnival rides, the RFP also requires that the carnival operator will provide a number of concessions and games within the midway.

Reithoffer Shows has been in the fair and carnival business for 118 years and is currently owned by Rick Reithoffer. During the company's long history, Reithoffer has established a solid reputation as a family friendly and fun operation providing a variety of rides, concessions and games. Reithoffer estimates bringing approximately 50 rides to the New Mexico State Fair, including some new rides that fair patrons will be excited to experience for the first time.

"We are extremely pleased to enter into a partnership with Reithoffer Shows considering their outstanding track record for delivering an exceptionally fun and entertaining event, including the impressive array of new and exciting rides that they plan to bring to the New Mexico State Fair," said Fair General Manager Dan Mourning. "Our patrons love to experience all the things that are new at the Fair and this year's carnival is going to be bigger and better than ever, with lots of cool rides that they've never seen before."

The previous carnival contract recently expired, prompting the State Fair leadership to put the contract out to bid. Murphy Brothers Expositions most recently held that contract to provide midway operations.