



For Immediate Release
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State Fair to Partner with Tourism Department and Hospitality Partners for “New Mexico True State Fair Experiences”

Contest provides opportunity to win VIP and Family Fair Experiences

ALBUQUERQUE, NM – Today, officials from the New Mexico State Fair and the state’s Tourism Department announced a new contest which highlights all the wonderful and authentic elements that the fair has to offer which make it “New Mexico True.” The New Mexico True State Fair Experience will feature a contest in which individuals and families can enter to win an exceptional, uniquely New Mexico state fair adventure, including overnight stays at some of Albuquerque’s best, conveniently located hotels; special access to a range of exciting activities at the fair including a concert/rodeo package; the ability to get behind the scenes at the rodeo with an opportunity to meet the band; and all the fun you can have at the fair’s new Reithoffer carnival.

The promotion will run from Aug. 26 – Sept. 8, and features two separate fair package opportunities:

New Mexico True State Fair Family Experience Contest/Sweepstakes (Day at Fair: Sunday, September 20)

- Two-night stay at the Hotel Cascada, Hotel and Resort, including breakfast and one-day water park passes for four
- Admission for four to the New Mexico State Fair
- One preferred parking pass
- Four tickets to a premier PRCA rodeo
- A behind-the-scenes tour of the rodeo experience, including a meet and greet with several of the top PRCA cowboys and cowgirls

- Registration for two kids for “Rodeo School” where real cowboys teach kids the art of rodeo
- Four ride passes for the new Reithoffer Shows carnival rides, good for one day
- One pony ride each for two kids, courtesy of Great American Entertainment Co. Inc.
- One “Bucket of Donuts” from Daisy Donuts
- The best access to great spectacles including Pee Wee Stampede, the Sea Lion Show, the Petting Zoo, the WOW Kids Celebration, Pig Races and the High Dive show, just to name a few

New Mexico True State Fair VIP Experience Contest/Sweepstakes (Day at Fair: Saturday, September 19)

- Two-night stay at the Hyatt Hotel, one of Albuquerque’s premier hotels in downtown Albuquerque, including breakfast for two each day
- Admission for two to the New Mexico State Fair
- One preferred parking pass
- Two passes to *Taste the Tradition* to sample New Mexico food products
- Two tickets to ride the Amazing Zip Line, providing an enchanting view high above the tree lined main street, courtesy of Amazing Jumps
- The opportunity to enjoy an award winning Quesada’s fried green chile cheeseburger, the 2014 winner of the Unique Foods Contest
- Two ride passes for the new Reithoffer Shows carnival rides, good for one day
- Two tickets to a pre-rodeo dinner reception
- Two tickets to a premier PRCA rodeo and box seats to see legendary country music artist Clay Walker in concert
- Two backstage passes for a meet and greet with Clay Walker
- A behind-the-scenes tour of the rodeo experience, including a meet and greet with several of the top PRCA cowboys and cowgirls

“We believe this is a great opportunity to show folks all the elements within the fair that make it truly representative of our unique and beautiful state, all the things that make it New Mexico True,” said Dan Mourning, general manager of the fair. “Our partnership with the Tourism Department and these exceptional local hotels will demonstrate how in one weekend, residents and visitors alike can experience everything that is great about the fair and New Mexico in general.”

“The state fair continues to be a great reason for New Mexicans to celebrate our unique cuisine and heritage in agriculture,” said Rebecca Latham, cabinet secretary for the New Mexico Tourism Department. “With so many recently added experiences, like zip lining and rodeo school, we’re excited to help spread the word that the state fair should be on everyone’s annual ‘mustdo’ list.”

To enter the sweepstakes, individuals can log onto the New Mexico State Fair’s newly re-vamped web site via <http://statefair.exponm.com/p/getconnected/282>, and simply fill out the form, indicating which New Mexico True State Fair experience they prefer.

