



For Immediate Release  
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## New Mexico State Fair Holds Online SPAM Contest

For years, the New Mexico State Fair has hosted the popular annual SPAM contest in September. Home-cooks, chefs, and SPAM enthusiasts come together to create spectacular and unique dishes, all made with SPAM. The contest is a family favorite, and has become one of the must-see events at the fair each year. Several past winners of the fair's contest have gone on to win national SPAM titles for their unique recipes. The most recent New Mexican to win national recognition was Kid-Chef, Wyatt Braithewaite Boullion of Bosque Farms, NM. His original recipe for "When Pigs Fly SPAM Bites" won 1st place at the 2014 New Mexico State Fair and the 2015 Great American SPAM Championship. The New Mexico State Fair is excited to announce this year's competition will return to the 2020 Fair, and in preparation for this beloved event the fair is holding a preliminary online contest.

**INTRODUCING: The 2020 New Mexico State Fair Instagram SPAM Contest!** From now through April 30, we're inviting anyone who loves to cook to create something fun and unique with SPAM, post a picture of the creation on social media, and tag us using the hashtag **#SPAMCan** for a chance to win one of three great prizes from the New Mexico State Fair.

Here's what SPAM Fans need to do to enter:

- Follow the fair @NMStateFair on Instagram
- Get creative and make a fun SPAM food creation
- Post a picture of your creation on Instagram with the hashtag #SPAMCan, and tag us @NMStateFair
- Submit your entries through April 30th. The winners will be announced May 4th and will be based on the most unique recipes.

Prizes for the 1st, 2nd, and 3rd places will be awarded as follows:

- 1<sup>st</sup> Place: Season entrance and parking pass for 4 people to the New Mexico State Fair
- 2<sup>nd</sup> Place: Family 4-pack to the New Mexico State Fair, good for any one day
- 3<sup>rd</sup> Place: New Mexico State Fair Swag Bag

"The SPAM Contest at the New Mexico State Fair has been a crowd favorite for years with some of the best SPAM recipes in the nation hailing from creative New Mexicans," said General Manager, Dan Mourning. "This is a fun way to feature some of the creative ways families are using this pantry staple while cooking at home with each other. We're excited to see the entries, and more excited than ever to see folks back at the fair in September."

For more information about the 2020 New Mexico State Fair, visit our website at [statefair.exponm.com](http://statefair.exponm.com).

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