



For Immediate Release
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Tomorrow is Opening Day of the New Mexico State Fair!

The day many anxious New Mexicans have eagerly awaited is finally here – kick off of the New Mexico State Fair event. The fair opens at 10:00 AM with kiddie land rides open at 12:00 PM and the other rides within the midway, opening at 2:00 PM.

- **Law Enforcement Day** - All certified law enforcement personnel with valid badge or ID are admitted free
- \$2 admission and \$12 Ride Wristbands

*The full schedule of events is attached.

As is traditional on the first day of the state fair, the Unique Foods Contest will take place at the Mattress Firm Pavilion. The Unique Foods Contest provides an opportunity for fair food vendors to compete amongst themselves to be crowned the reigning champion of creative culinary delights, which is no small task considering the vast array of delicious and unique cuisine options enjoyed by patrons each year at the New Mexico State Fair. The always exciting competition will kick off at noon. The contest is judged by a panel of local TV media personalities. This year's unique foods contest participants are as follows:

Stuffies' "Cowboy Philly"

A new take on an old classic, this traditional Philly Cheesesteak is upgraded with added guacamole, bacon, jalapenos and green chile.

Wonderstick's "Wonderstick"

This gluten free ice cream cone features a thick and crunchy structure, and is designed to lessen the chance of drips when the ice cream melts.

Rex's Hamburgers' "The Bexster"

Built on a quarter pound beef patty, this burger includes grilled mushrooms, onion, crispy bacon, avocado, American, Swiss and cheddar cheese, and is topped with a fried egg and green chile, served on a toasted bun.

Make'in Bacon's "Bacon Wrapped Cheese Bomb"

Handmade and cubed Monterey cheese wrapped in dough and savory bacon, oven cooked, fried, and served with crunchy Rice Krispies squares and ranch dressing.

Exotic Funnel Cake's "Pineapple Upside Down FC"

Based on a longtime fair favorite, this entry is made from light and fluffy funnel cake infused with fresh pineapple and maraschino cherries, topped with sweet brown sugar, pineapple rings, powdered sugar, and more maraschino cherries.

Quesada NM Food's "Deep Fried Bacon, Green Chile Mozzarella Stick with Crushed Doritos"

Rich mozzarella cheese dipped in house made batter, with crispy bacon and fresh green chile rolled in crushed Doritos and served on a stick.

Gator & Tators' "Crawfish Tacos Topped with Mango Salsa"

Bringing Louisianan cuisine to New Mexico, this dish consist of crawfish, sautéed in butter and garlic, with sweet coleslaw on a corn tortilla, topped with fresh mango salsa.

Asbury Pie Café's "Peanut Butter Brownie Pie"

In line with Asbury's history at the fair, this innovative dessert features brownie infused with peanut butter, baked into a pie. A classic in the making.

Debuting tomorrow, for the first time, is the brand new Sky Ride Ski Lift System. The lift travels from the pavilion to the agricultural section of the fairgrounds, via Main Street. It stands 40 feet tall and provides fairgoers with a unique opportunity to experience the fair in a completely new way. Tickets to the Sky Ride are \$5.00 for a one way trip, while a roundtrip will cost \$8.00

Also new to this year's fair is the brand new Euroslide, which is the tallest portable slide in the country. This seven story carpet slide features 8 lanes of fast-paced, sliding fun for the whole family. The New Mexico State Fair is one of the only fairs in the country to feature the slide this year.

Finally, the New Mexico State Fair is happy to announce Graze Days. During both Thursdays of the fair, September 6 and 13, every food vendor across the fair has created a food item which is priced at a very low \$3.00. This gives fairgoers the opportunity to sample and try more of the great food at the fair, while spending less. The Graze Days promotion lasts from 11:00 a.m. to 4:00 p.m.