



For Immediate Release
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Contact: Wyndham Kemsley
(505) 720-5691

The New Mexico State Fair Goes Virtual!

Livestock shows, creative competitions and more slated for a week's worth of online fun

ALBUQUERQUE, NM - New Mexico State Fair officials announced plans to host the 2020 New Mexico Virtual State Fair today. This online event, slated to run September 14 - 20, 2020, will bring some fair fun into the homes of New Mexicans. The 2020 New Mexico Virtual State Fair will highlight the fun of friendly competition, support New Mexico 4-H and FFA members, and continue to provide promotional support for vendors and New Mexico's talented entertainers. This exclusive online event will take place on the New Mexico State Fair website and on the fair's social media platforms. The 2020 New Mexico State Fair was cancelled in June due to concerns over the COVID-19 pandemic.

"The Fair has always been a celebration of innovation," stated General Manager Dan Mourning. "We've had to pivot due to the challenges presented by the pandemic, and our fair staff has come up with some fun and creative ways to bring a bit of the fair into New Mexico homes. This year, home truly is where the fair is."

4-H and FFA youth who invested both time and money in their annual livestock projects can compete in a virtual show and a premium sale during Virtual Fair week. Video entries in six classes are being accepted now thru August 31, 2020. The classes eligible for competition are:

- Breeding Heifer
- Replacement Dairy Heifer
- Cattle
- Goat
- Swine

New to this year's 4-H and FFA competitions are a Public Speaking competition and an Ag Science Fair. Information regarding video submissions, fees, and regulations can be found on the [New Mexico State Fair's Livestock page](#).

Competitions are a key component of the annual event and this year's virtual fair offers some fun categories for the whole family. Competitions in the following categories are free to enter. Photo entries are being accepted now thru August 31, 2020.

- Cake Decorating
- Cookie Decorating
- Tablescapes
- Floral Arrangements – Fresh
- Floral Arrangement – Dried
- Photography – “Back to Nature”
- Photography – “Pet Costume Contest: Pets Dressed as Livestock or Farm Animals”
- Sidewalk Chalk Art
- 2021 New Mexico State Fair Poster Design

Contests are open to New Mexico residents in a range of ages, professional status, and abilities. Contest prizes include season passes and admission to 2021 New Mexico State Fair, swag bags, and gift certificates at local restaurants. New this year is a poster design contest. This year’s winning entry will be selected as the official 2021 New Mexico State Fair poster and sold at the 2021 event. Information regarding rules, guidelines, and instructions for each contest can be found [HERE](#).

“We look forward to seeing the creativity of New Mexicans at the Fair every year and we’ve come up with competitions folks can easily take part in and have some fun with,” commented Mourning. “The fair was cancelled, but the fun is not.”

Performances by popular New Mexico musicians and fair entertainers will be featured on the fair’s social media platforms. Activities including digital and word find puzzles will be featured on the fair website, and shoppers looking for some of their favorite fair retail finds can find links to vendor websites on the fair’s “Shopping” page.

For more information, visit our website at exponm.com.

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