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For Immediate Release
September 3, 2009

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Craig Swagerty

2009 New Mexico State Fair Offers the Best Entertainment Deals in The State

Fair Deal coupon book alone offers \$1,600 in potential savings

ALBUQUERQUE, NM – The 2009 New Mexico State Fair is offering numerous discounts, bargains and opportunities for New Mexico families and individuals to enjoy the Fair while saving a few dollars.

"We are keenly aware of the economic situation facing New Mexicans," said State Fair Commission Chairman Luke Otero, "and we've done our best to keep the Fair as affordable as possible while still ensuring the top-quality event people have come to expect over the last 70 years. Our concert and rodeo-concert ticket prices are lower than those at any other nearby venue, and our admission and parking fees are the lowest of any other fair in the region."

"We want people to be able to come out and enjoy themselves without breaking the bank," said State Fair General Manager Craig Swagerty. "Times are tough for everyone these days, but we're still intent on making the 2009 State Fair the best dollar-for-dollar entertainment value in the state, and making the Fair available to as many people as possible."

2009 New Mexico State Fair Bargains Include:

Family Package: The Family Package includes 5 gate admissions for just \$20 and is available now at the State Fair Box Office (10 a.m. to 2 p.m. Monday through Saturday). That's \$4 per admission if purchased in groups of five; one of the best deals the Fair has been able to offer in recent years.

Mega Ride Pass: Purchase a Discount Mega Ride Pass before September 10, 2009, for \$70 and save 10% off the regular price, plus get FREE gate admission all 17 days of the Fair.

Fair Deal Coupon Book: Buy a "Fair Deal" coupon book for \$5 when you pick up your tickets at the Box Office and save up to \$1600 on all kinds of fair-related stuff, including rodeo-concert tickets, Rail Runner transportation, rides, food vendors and sponsors, and much more.

Park-n-Ride: ABQ Ride's Park-n-Ride service will save you the traffic and parking headache, Cost is \$4 per adult (roundtrip), but ABQ Ride Unlimited 1-Day Passes are available for just \$2 for adults; 2-Day Passes are \$4; 3-Day Passes are \$6. Passes can be purchased directly from the bus driver. Children age 10 through high school with a valid school ID can ride for just 35¢ each way, and children under age 10 ride the bus for free.

Free Parade = Free Admission: The annual State Fair Parade will be held Saturday, September 12, Members of the New Mexico State Fair Commission, management and staff will walk and drive the route, passing out approximately **10,000 free 2009 Fair admissions** to onlookers. The parade begins at 8:45a.m. at the corner of Louisiana and Central. It then travels east on Central Ave for approximately 2.5 miles to Eubank (approximately). Free admission is not guaranteed simply by attending the parade, but chances are pretty good.

Group Rates: Groups of 25 or more enjoy deep admission discounts. Discount amount varies according to number in each group.

Concert tickets are **\$25.75, \$36.75, \$42.75, \$45.75, \$48.75, \$54.75** and **\$58.75**.

PRCA Rodeo-Concert tickets are: **\$13, \$21** and **\$32**.

2009 State Fair Pricing Schedule:

Adult (ages 13-61) \$7

Senior (ages 62+) \$5

Child (ages 6-12) \$5

Child (ages 0-5) FREE

Grounds Parking \$5

Regional Fair Prices for Comparison:

Arizona State Fair

Adult \$12; Child \$6; Senior \$6; Children (under 5) FREE

Parking: \$12

Colorado State Fair

All Admissions: \$8

Texas State Fair

General Admission \$15; Kids under 48" tall \$11; Seniors 60 and over \$11; Children 2 and under FREE

Parking: \$10

Nevada State Fair

Adults \$10; Children \$10; Seniors (65+) Free; Children (10 and under) FREE

Parking: FREE

Utah State Fair

Adult \$8; Child \$6; Senior \$6

Parking: \$6

Mega Ride Passes, concert tickets, and PRCA Rodeo and Concert tickets may be purchased through Ticketmaster at www.Ticketmaster.com. Or at the New Mexico State Fair Box Office, where service charges do not apply. (Service charge is included in the purchase price of all Mega Ride Passes purchased online.)

Family Packages, Group Discounts and the Fair Deal coupon book may be purchased now at the State Fair Box Office (Monday through Saturday 10 a.m. to 2 p.m.).

Visit www.ExpoNM.com for daily schedules and more information.

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