



Susana Martinez  
Governor

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## **\$2 Admission Opening Day at the 2011 State Fair**

ALBUQUERQUE, NM – The 2011 New Mexico State Fair will open with a bang this Friday, offering \$2 admission all day to Fairgoers of all ages. It's the first Opening Day admission discount promotion in more than a decade, ushering in the 73<sup>rd</sup> Annual New Mexico State Fair.

"We couldn't think of a better way to start things off on the right foot than to offer our biggest discount on Opening Day," said State Fair Interim General Manager Dan Mourning. "New Mexicans have had a rough go of things over the last couple of years with the economic situation being what it is, and we want to make sure that the Fair is affordable to everyone. We haven't raised our regular admission prices since 2007," Mourning continued, "but we wanted to do something extra-special on Opening Day this year by giving families a chance to come out to the Fair and enjoy themselves." **A family of five can enjoy the 2011 New Mexico State Fair on Friday, September 9 for just \$10 total in admission.**

This year, the Fair is offering numerous discounts, bargains and opportunities for New Mexico families and individuals to enjoy the Fair while saving a few dollars.

"Again, we want people to be able to come out and enjoy themselves without breaking the bank," Mourning continued. "The 2011 State Fair the best dollar-for-dollar entertainment value in the state, and we're making it available to as many people as possible."

### **2011 New Mexico State Fair Bargains Include:**

**\$2 Opening Day Admission:** Admission on Opening Day of the 2011 New Mexico State Fair (September 9) is just \$2, regardless of age or the time of day Fairgoers choose to come.

**Daily Ride Wristbands:** Purchase Daily Ride Wristbands Wednesday and Thursday for just \$15; Friday through Sunday for just \$20. Daily Ride Wristband prices remain the same as they were in 2010, and are available at specially marked Murphy Bros. booths.

**Buy One, Get One Free Admission Every Wednesday:** Buy one admission at regular price, get another of equal or lesser value FREE of charge both Wednesdays of the 2011 New Mexico State Fair (September 14 and 21).

**Free Parade = Free Admission:** The annual State Fair Parade will be held Saturday, September 10, Members of the New Mexico State Fair Commission, management and staff will walk and drive the route, passing out approximately **5,000 FREE 2011 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 2.2

miles to Eubank (approximately). Free admission is not guaranteed simply by attending the parade, but chances are pretty good.

**Group Discounts:** Groups of 25 or more enjoy deep admission discounts. Just call the Box Office at (505) 222-9707 for more information.

**Two for One Rodeo Concert Tickets:** 2 for 1 Rodeo-Concert coupons are available in the Albuquerque Journal's "Fair Deal" coupon books, which are free with purchase of a copy of the Journal **from an official Journal vendor ONLY at the State Fair.**

**Buy One, Get One Free Admission Creamland Dairy Coupon:** Simply clip the coupon from Creamland milk cartons and bring them to the gate to collect your discount: Buy one admission at regular price, get another of equal or lesser value FREE of charge.

**PRCA Rodeo-Concert Tickets:** \$16 & \$18 Bench, \$25 & \$27 Chairback, \$35.50 & \$37.50 Box.

**2011 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:** \$7

**Regional Fair Prices for Comparison:**

*Arizona State Fair*

Adult \$10; Child \$5; Senior \$5; Children (under 5) FREE

Parking: \$10

*Texas State Fair*

General Admission \$16; Kids under 48" tall \$12; Seniors 60 and over \$12; Children 2 and under FREE

Parking: \$10

*Nevada State Fair 2010 (canceled in 2011)*

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

Parking: FREE

*Utah State Fair*

Adult \$10; Child \$7; Senior \$7  
Parking: \$6

PRCA Rodeo and Concert tickets may be purchased through Ticketmaster at [www.Ticketmaster.com](http://www.Ticketmaster.com). Or at the New Mexico State Fair Box Office, Monday through Saturday 10 a.m. to 2 p.m.

Visit [www.ExpoNM.com](http://www.ExpoNM.com) for daily schedules and more information.

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