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Governor

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State Fair to Sponsor 5,000 Free CHILD Admissions at Annual Parade SATURDAY

ALBUQUERQUE, NM – The 2011 New Mexico State Fair Parade is the place to be Saturday morning, 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 CHILD 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. Free admission is not guaranteed for the kiddies simply by attending the parade, but chances are pretty good.

“Passing out Wooden Nickels for free child admission to the Fair is part of our long tradition of giving back to the community, especially the surrounding neighborhoods, where there are too many children whose families might otherwise not be able to afford to bring them out to the Fair,” said State Fair Interim General Manager Dan Mourning. “It’s simply the right thing to do, and we’re more than happy to do it.”

The 2011 State Fair is also offering \$2 admission all day to Fairgoers of all ages on Opening Day, Friday, September 9; and every Wednesday of the Fair (September 14 & 21) will feature a Buy One, Get One Free admission (of equal or lesser value) discount.

“The Fair is an enterprise agency,” Mourning explained, “meaning we cover the cost of producing the annual event ourselves, with no taxpayer dollars or funding from State government, so we can’t make the Fair free. But we do our best to make it affordable, and we offer the best entertainment deal in town, dollar-for-dollar by far.”

The Fair’s regular admission prices--\$7 Adults, \$5 Seniors & Children (children under 6 FREE)—haven’t increased since 2007, and are the lowest among any Western Fair in the country.

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