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Governor

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2011 New Mexico State Fair Offers the Best Entertainment Deals in the State

ALBUQUERQUE, NM – The 2011 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 Interim General Manager Dan Mourning, “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 73 years. Our 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 haven’t raised admission prices since 2007,” Mourning said.

“We want people to be able to come out and enjoy themselves without breaking the bank,” Mourning continued. “Times are tough for everyone these days, but we’re still intent on making the 2011 State Fair the best dollar-for-dollar entertainment value in the state, and making the Fair 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. Or at the New Mexico 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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