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Governor

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2011 New Mexico State Fair Dates Announced

Open Wednesday thru Sunday over three-week run, 4-H, horse and livestock shows to take place Mondays and Tuesdays

ALBUQUERQUE, NM – EXPO New Mexico / New Mexico State Fair Interim Manager Dan Mourning today announced the dates for the 2011 New Mexico State Fair. The 2011 Fair will run Friday, September 9 through Sunday, September 25, open every Wednesday through Sunday during its three-week run. 4-H, other livestock competitions and horse shows will take place on Mondays and Tuesdays, with a dedicated entry gate open to spectators and participants. A schedule of those events and more information is forthcoming. This year's Fair schedule mirrors last year's, with Mondays and Tuesdays dark except for events on the north end of the grounds.

"Considering the continuing economic crisis and the success of last year's Fair despite that, sticking to that plan for the 2011 Fair is the fiscally responsible thing to do," said Mourning. "Mondays and Tuesdays are historically the slowest days for the Fair, so keeping most of the grounds dark on those days will reduce the cost of producing this year's event considerably while allowing us to focus on quality entertainment and all of the iconic and culturally important State Fair elements New Mexicans and their families have come to expect," he continued. "As a self-sustaining entity with no taxpayer or government funding, we must operate like any private business and find ways to keep our costs down and our quality and customer service second to none."

"We will proceed as usual on Mondays and Tuesdays with our 4-H, livestock and horse shows on the north end of the grounds, where we'll have some concessionaires open for business and plenty of livestock- and equestrian-related events taking place on those days for people to come out and enjoy, as well as gaming at the Downs Racetrack & Casino," Mourning said. "Like many theme and amusement parks across the country, our carnival, galleries, exhibits, spectacular attractions, rodeos, entertainment and other events will be on a five-day per week schedule, Wednesday through Sunday."

Last year's New Mexico State Fair saw a revenue increase of nearly 14 percent over the previous year, and logged the largest single-day attendance in the last three years on Saturday, September 18, 2010, with 66,745 attendees.

"The goal is to provide a better Fair for everyone involved this year while keeping it viable through these tough times and well into the future." Mourning concluded. "This year Fairgoers, vendors and exhibitors alike can expect more value and better quality."

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