



Susana Martinez
Governor

For Immediate Release
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2011 New Mexico State Fair Media Credential Registration Accepted Online Beginning TODAY

ALBUQUERQUE, NM – Media may begin requesting credentials for the 2011 New Mexico State Fair online at <http://exponm.com/press-room/media-credential-registration-form/> today through August 19, 2011. The page is password-protected. Working media may log in using the password **1media1** to gain access to the form, then click into each of the required fields on the questionnaire, fill in their answers, and submit the form directly from the Expo website. Requests will then be sent through the approval process and credentials mailed to the applicants at the address they supply on the form upon approval. Please note the Media Credentials for the 2011 New Mexico State Fair are for working media ONLY, are non-transferrable, and may not be shared with non-members of the working media under any circumstances.

“We want the media to celebrate all of the sights and sounds of the 2011 State Fair with us,” said Interim General Manager Dan Mourning, “but we have to stress that having media credentials is a privilege, not a right. Like everything else in a tight economy, media credentials are in short supply this year, so many media outlets might not receive the same number of credentials they’re used to getting. But we will do our best to make sure that we get everyone the access they need to cover everything they want to cover,” Mourning continued.

Last month, EXPO New Mexico launched its new website, making it possible for the first time to submit credential requests online, significantly streamlining the process and reducing paper waste. The new website is also loaded with 2011 State Fair information—as much as is currently available—under the State Fair tab, or at www.ExpoNM.com/state-fair/.

Any problems or questions regarding Media Credentials or the online registration form should be directed to Michael Henningsen, Media Director, at michael.henningsen@state.nm.us.

The 2011 New Mexico State Fair runs Friday, September 9 through Sunday, September 25. Closed Mondays and Tuesdays. For more information, visit www.ExpoNM.com/state-fair/.

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