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For Immediate Release

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CENTRAL WASHINGTON STATE FAIR ADVERTISING RECEIVES INTERNATIONAL RECOGNITION

The Central Washington State Fair, has received two Awards of Distinction for Communications from the International Association of Fairs and Expositions (IAFE) for their advertising campaign this past September.

The Fair received a first place award for their radio commercial “What Does The Fair Say” and a third place award for a TV commercial under the same theme.

The commercials were created by Yakima advertising firm Smith, Phillips & DiPietro, and produced by Breakout Productions of Yakima.

These winners are selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.

The awards were presented during the Awards Reception on Dec. 10, 2014, during the 124th annual IAFE Convention held in Las Vegas, Nev.

The purpose of the competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

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