



For Immediate Release

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## **“Love” is in the 2019 New Mexico State Fair** *Fair Theme Continues to Promote Inclusion at This Year’s Event*

ALBUQUERQUE, NM - New Mexico State Fair officials announced the theme and logo for the 2019 New Mexico State Fair today. In keeping with the fair’s values of inclusion, acceptance, and love, this year’s theme will be “Love is in the Fair.”

The message is aimed at reminding the people of New Mexico that the fair is much more than concerts and corndogs. The message of love, inclusion and community is a message of unity and intended to convey the sentiment of cherished memories with friends and family.

“The fair has always been about building memories and bringing people together,” stated General Manager, Dan Mourning. “This year’s theme continues to reflect the love that all New Mexicans have for this great state. It is a passion rooted in celebrating New Mexico’s diverse cultures, history, and traditions.”

In recent years, the fair has made several committed efforts towards ensuring that families and individuals from all walks of life feel included and accepted at the annual event. Recent additions such as the fair’s award-winning Sensory Station, a quiet space that provides respite to individuals and families with sensory sensitivities; and the Exceptional Rodeo, which gives special needs kids the opportunity to participate in scaled down rodeo events ensure that the fair is a fun place for everyone. In 2018 the New Mexico State Fair was one of a handful of fairs in the country to host “Out at the Fair,” an all-day event meant to provide a welcoming environment for members of the LGBTQ community.

“The New Mexico State Fair has become a leader in the fair industry when it comes to forward thinking and inclusive initiatives such as these,” stated Mourning. “Fairs, much bigger than ours have reached out to us for advice on how they can replicate what we are doing right here in New Mexico. These are just a few reasons why we continue to hold our ranking as one of the top fairs in the country.”

504,445 people attended last year’s New Mexico State Fair. The 2019 New Mexico State Fair will take place September 5 – 15, 2019.