



For Immediate Release  
Contact: Erin Thompson

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(505) 480-9731

## **New Mexico State Fair Ranked 2<sup>nd</sup> Best in America**

Albuquerque, NM -- A recent study conducted by SmartAsset.com has ranked the New Mexico State Fair as the second best state fair in the country. Moving up seven spaces as compared to last year, the New Mexico State Fair received high marks for its strong attendance, affordability, multiple nights of exciting PRCA rodeo and a concert lineup including top name entertainment, as well as an innovative transportation partnership to bring more people to the fair.

“We were very excited to learn that the New Mexico State Fair continues to climb to the top in national rankings,” said Dan Mourning, general manager of the New Mexico State Fair. “Our fair features the best in food and entertainment, and we are particularly proud that New Mexicans are loyal to their fair, as reflected by the fact that almost a quarter of the state’s population attended last year’s event.”

The study reviewed 31 state fairs and ranked them based on five different factors: attendance rates as a percentage of population, adult admission prices, youth admission prices, length of each fair and daily precipitation averages during the time of the fair. The article specifically mentioned the New Mexico State Fair’s new partnership with Uber to transport more folks to the fair, referring to the discounted rate for new users as well as the Uber Lounge, which was the first of its kind for events in New Mexico. The analysis also highlighted the many and wide variety of midway rides (provided by Reithoffer Shows).

As highlighted in the study, nearly 500,000 people attended the state fair in 2016. In addition to reasonable regular admission prices, the state fair offers multiple discount days, allowing thousands of New Mexico families to attend and experience a variety of entertainment options at a very affordable price.

The full list of America’s Best Fairs is available here. <https://smartasset.com/mortgage/best-state-fairs-in-america-2017>

For more information about the New Mexico State Fair, log onto [www.ExpoNM.com](http://www.ExpoNM.com).