



For Immediate Release
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New Mexico State Fair Wins Big at IAFE and WFA

Albuquerque, NM – The New Mexico State Fair has once again been recognized for excellence in the industry, officials with the New Mexico State Fair announced today. The International Association of Fairs and Expositions (IAFE), and the Western Fairs Association (WFA) awarded the Fair with several awards at their virtual conventions recently.

The IAFE convention, held in December and the WFA convention, held earlier this month recognized the Fair for its creative programming during the New Mexico State Fair's Virtual event held in September. Awards won by the Fair are as follows:

International Association of Fairs & Expositions

Hall of Communications

- 1st place – Video At-Home Activities - Science Girl's Lab - Egg Drop Experiment Video
- 2nd place - At Home Activities - Science Girl's Lab PDFs

Competitive Exhibits

- 2nd place - Competitive Exhibits - School Arts Online exhibit

Agriculture Awards

- 2nd place Innovative Use of Technology in Agriculture - Livestock Show and Sale

Sponsorship

- 1st place - Sponsor Communications - Sponsor Packet/Sponsor Letter

Western Fairs Association

Division 1 - Virtual Fairs

- 1st Place for Class 3 - Large Fairs with 2019 attendance between 250,000 – 499,999

Division 2 – Virtual Online Competitions (Non-Fair time)

- 2nd Place Online SPAM contest

Division 3 – Virtual Auctions

- 1st Place Virtual Livestock Auctions and Sales

Division 6 – Community Outreach

- 1st Place – Fair Cares Wellness Drive – a community drive-thru event that included Flu vaccines, food distribution, and a blood drive held at EXPO New Mexico on September 18, 2020

“Recognition for our commitment to delivering the fair under circumstances none of us could have foreseen just a year ago is humbling,” said General Manager, Dan Mourning. “The fair industry has been hit hard by the pandemic, but we got creative and we got to work delivering the best experience possible to the people of New Mexico because we know the value of this event in New Mexican’s hearts.”

The New Mexico State Fair has also been named the Western Fairs Association’s “Feature Fair” for 2021. Fair planners and organizers from throughout the western United States will visit Albuquerque during the 2021 New Mexico State Fair to observe and learn and share best practices, and how event organizers plan and execute the New Mexico State Fair.

The New Mexico State Fair will be held September 9 – 19, 2021. For more information visit our website at <https://www.exponm.com/>.

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