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This Year More Than Ever, They Met Us at the Fair *More folks turned out this year to enjoy the best food, cultural experiences and entertainment in New Mexico*

ALBUQUERQUE, NM – Hundreds of thousands of people turned out to experience the 2014 New Mexico State Fair which ran from September 10 through September 21, 2014. In total, preliminary calculations indicate 458,379 people attended this year's fair, 420,624 of which were paid admissions. This reflects the highest attendance under the 12 day format implemented several years ago.

Last year's number for total attendance was just over 392,000 and 407,265 people attended the 2012 Fair (both current and the past two years' total numbers include a small percentage of people such as vendors and promotional partners who are counted as "unpaid" attendance). In 2012, the New Mexico State Fair switched from a 17 day run to the current 12 day format.

The high attendance was attributed to a number of factors, including affordable admission prices complemented by promotional options providing even deeper discounts, a positive marketing and press campaign which highlighted those things which make the Fair special and uniquely New Mexico, good weather for the majority of the Fair, and a great public safety record reflecting a safe and family friendly environment. Further, the premier concert and rodeo entertainment, fun rides, a variety of vendors and food options, and rich multicultural experiences, as well as agriculture and livestock shows have contributed significantly to a successful and appealing Fair.

This year's Fair included the first ever pre-sale of tickets through a partnership with Walgreens, which offered a packaged deal to include the discounted ticket and a roundtrip ticket on ABQ Ride and the New Mexico Rail Runner Express, as well as the option to purchase discounted carnival rides. The response to the promotion

was extremely positive, with 18,905 people purchasing the Fair/transportation package and 7,009 people purchasing the discounted ride tickets.

Additionally, there were more concerts and rodeos this year, with some of the best up and coming country bands backing PRCA rodeos, as well as the first “Cinch Shoot-Out” rodeo held in New Mexico, backing the featured Thompson Square concert on September 20. The Fair also included a traditional Mexican rodeo as well as a Latino concert, which also proved to be a popular option for fairgoers.

Public safety was once again a top priority of the State Fair, with a strong presence of officers including New Mexico State Police as the primary agency on site, with an additional complement of Albuquerque Police Department personnel, as well as the Bernalillo County Sheriff’s Department special units, among others. This law enforcement presence paid off in the form of enhanced public safety overall, including a 50% reduction in burglary reports over last year, a 66% reduction in physical fights (9 last year v. 3 this year), according to New Mexico State Police. There were no reports of violent confrontations such as stabbings or shootings.

“We are extremely proud of the work that goes into our annual Fair to make it an affordable, family friendly event with some of the best food, entertainment and rodeos you will find anywhere in the country,” said General Manager Dan Mourning. “Our focus on providing the most entertainment value for the dollar, in a safe environment for families, paid off with extraordinary numbers of people enjoying the 2014 New Mexico State Fair.”

For more information about the New Mexico State Fair, or for information about upcoming events taking place at EXPO New Mexico, log onto www.exponm.com.