



For Immediate Release
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New Mexico State Fair Wins Big at Western Fairs Association's Convention and Trade Show

The New Mexico State Fair was recently honored by the Western Fairs Association (WFA) for excellence in marketing, programming and management at the WFA Annual Conference in Reno, NV. The Western Fairs Association is one of the largest professional fair organizations in the country with over 800 members throughout the western United States and Canada. In total, the Fair won six awards for new events and programming unveiled at the 2019 event and was selected to be WFA's Feature Fair in 2020. The State Fair was awarded recognition in the following categories:

INNOVATIONS & MANAGEMENT EXCELLENCE

1st Place New Exhibit / Competition / **New Mexico Beef Jerky Showdown**
2nd Place Inspiring Collaborations / **New Mexico State Fair Cider Fest**

MARKETING & MEDIA

1st Place Fair Logo - Special Event / **New Mexico State Fair Rodeo Logo**
3rd Place Innovative Marketing Campaign / **New Mexico State Fair Pilsner**
***1st Place** – Give it Your Best Shot – Photo Category “Best Grounds Entertainment”
***People's Choice** – Best Fair Photo
*The photo features a young Native American dancer and was taken by New Mexico State Fair photographer, Nathaniel Paoinelli. *The photo is attached to this email.

2019 was a year of successful collaborations for New Mexico industries and the State Fair. The Cider Fest and the Beef Jerky Showdown highlighted New Mexico's thriving agricultural and small business industries through fun, family-friendly experiences. Both events are slated to return to the State Fair in 2020. Another successful collaboration was with Canteen Brewhouse. In recent years, the release of the State Fair beer has become a well-anticipated event and Canteen's State Fair Pilsner, a German-style Pilsner, was popular among fairgoers and craft beer enthusiasts. The New Mexico State Fair also unveiled a brand new State Fair Rodeo logo for the long-standing event. The award-winning logo is also attached to this email.

“It's great to be recognized by our peers for our successful collaborations,” said General Manager Dan Mourning. “Our team has come up with fun and innovative ways to showcase established industries and burgeoning new ones. Whether it's an afternoon spent sampling delicious ciders made with locally grown products, supporting small business, or celebrating our

unparalleled grounds entertainment, we're committed to celebrating our state's successful industries and unique cultures with New Mexicans."

The New Mexico State Fair was also selected by WFA to be their Feature Fair for 2020. The WFA Feature Fair Tour is a chance for industry leaders and peers from around the country to experience the host fair's event in real-time, share best practices, and ask questions of the host fair's staff. State Fair officials estimate up to 100 representatives from other fairs may attend the New Mexico State Fair for this learning experience.

"Getting selected to be WFA's 2020 Feature Fair is a huge honor," commented Mr. Mourning. "We've done some really innovative things in recent years and other fairs from around the country are taking notice. Our Sensory Station, the "Out at the Fair" events, and our approach to event management are initiatives other industry leaders are eager to replicate at their events. We're proud of the direction we're headed in, and we are excited to help others in the fair industry find similar successes."

The 2020 New Mexico State Fair will run from September 10 – 20, 2020. For more information, visit us at [\[exponm.com\]](http://exponm.com)exponm.com.

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