



STATE FAIR MEADOWLANDS ANNOUNCES FAMILY VALUE DEALS, BARGAIN DAYS TO HELP NJ AND NY KEEP FUN CLOSE TO HOME

East Rutherford, NJ – (June 2010) – With the New Jersey/New York economy still in the doldrums, State Fair Meadowlands today announced that it is offering special Family Value Deals, bargains and promotions to help local residents keep fun close to home this summer. The fair, to be held for 19 days from June 17 through July 5 at the Meadowlands Fairgrounds, will feature spectacular FREE entertainment with entry ticket, 50 food vendors and over 150 rides and attractions for all ages.

“As area residents continue to struggle with the repercussions of the recession, paying for travel and entertainment can be difficult. This year, State Fair Meadowlands is making the fair more affordable than ever with Family Value Deals, bargains and promotions, as well as rain insurance to make sure no one misses out on any fun if the weather doesn’t cooperate,” said Al Dorso, President of State Fair Meadowlands. “We want our fairgoers to know that in appreciation of their patronage, we have not raised ticket prices in five years. This, combined with special value entry programs, should make State Fair Meadowlands a not-to-be missed event this summer.”

State Fair is offering the following bargain days and Family Value Deals:

- **Dollar Preview Night** – Thursday, June 17; everything from parking, rides and select food items costs a buck each, and admission is just \$2.
- **Father’s Day Special** – Sunday, June 20; Dads ride rides for free from 2 to 6 pm.
- **Midnight Madness** – EVERY Friday night from 10 pm to 2 am, rides and admission are \$19.95
- **Carload Night** – Thursday, June 24; everyone who fits in your car (up to 8 people) can enter and ride unlimited rides for one price of \$69, and parking is included.
- **Patron Appreciation Day** – Monday, July 5; Pay One Price Admission & Unlimited Rides for \$25.00
- **Rain Insurance** – If it rains continuously for more than 30 minutes before 9 p.m., warranting the closure of the majority of rides and entertainment, State Fair will validate ticket stubs with a stamp that will be good for any other day of the Fair (this offer NOT valid for Dollar Preview Night)

This year’s fair will feature six electrifying new shows – Piccadilly Circus, with daring acrobats, hilarious clowns and majestic circus animals; Sea Lion Splash, a splashy and educational summer pleaser with funny, lovable sea lions; a thrilling Aerial Stunt Show featuring the original BATCOPTER from the Batman TV series and movie; Hell on Wheels Trilogy BMX Show; Masters of Illusion & Escape artists Ridgeway and Johnson; and the Puppetone Rockers, a one-of-a-kind

puppet variety show that kids will love. Entertainment to these and other shows is FREE with entry ticket.

This year's special events include:

- BATCOPTER rides for daring fairgoers
- Jersey Tomato Fight on Saturday, June 19
- Record- Breaking Bubble Wrap® Popping event on Sunday, June 27
- Second Annual Auto and Bike Show on Friday, July 2 and Saturday, July 3
- Annual fireworks displays on July 3 and July 4.
- An all-day Latin Music Extravaganza on July 4.

Fair hours are as follows: Monday through Thursday, 6:00 p.m. to midnight; Fridays from 6:00 p.m. to 2:00 a.m., Saturdays from 2:00 p.m. to 2:00 a.m., and Sundays from 2:00 p.m. to midnight. Special hours on July 3 and 4 are from 2:00 p.m. to 2:00 a.m. and July 5 from 2 p.m. to 12 a.m. On June 17, opening night, gates open 5 p.m.

Advance tickets for State Fair Meadowlands are on sale now through June 16 and can be bought online at www.njfair.com or by calling 973-450-1073. Special group packages are also available. Check njfair.com for updates on promotions and more about this year's fair.

###

Media Contact:

Patty Buchanan

FastLane on behalf of SFM

973-670-1203

pbuchanan@fast-lane.net