



## STATE FAIR MEADOWLANDS LAUNCHES NEW SOCIAL MEDIA WEBSITE

*New Site Features a YouTube Channel, Twitter, Facebook, Flickr and More*

**East Rutherford, NJ – March 31, 2009** – State Fair Meadowlands at Giants Stadium Fairgrounds today announced the launch of its new website, featuring the latest social media tools, such as YouTube, Twitter, Facebook, Flickr and Weather Widget.

The new site, designed by NjCreativeDirection.com with support from FastLane, exemplifies how a business-to-consumer web presence can leverage the latest web-based social networking technology to create an engaging, community-oriented portal.

“We wanted to create an interactive, fun web platform that wasn’t just a static, uninviting online brochure,” said Michele Tartaglione, Managing Director of State Fair Meadowlands. The new site also features an overview of rides and attractions, an “Ask Big Al” Q&A section, information on discounted advance ticket sales with secure online shopping cart, special deals, fair hours and parking information. State Fair Meadowlands also has plans to include additional features and functionality to the site, including a blog.

As part of the new site, State Fair Meadowlands will be calling all aspiring comedians, dancers, singers and other performers to show their stuff in a talent spotlight contest, which will begin online. Contestants will submit short entries to the Fair’s new YouTube channel beginning in May. Top finalists will have an opportunity to showcase their talent at State Fair Meadowlands and win prizes.

### **About State Fair Meadowlands:**

New Jersey’s largest, annual family-friendly event will run daily from June 25 – July 12, 2009, featuring daily free entertainment, over 50 food vendors and 150 rides and attractions for all ages. Fairgoers won’t want to miss the spectacular fireworks displays on July 3 and July 4, and the opening “Dollar Night” on Thursday, June 25 – where everything from parking, to admission, rides and select food items costs a buck each. Sunday, June 28 is Kidz 4 Free Sunday, when all kids 12 and under are admitted free. On Monday, June 29 (rain date June 30), State Fair is offering FREE admission to the currently unemployed and up to four of their immediate family members. Thursday, July 2 is BOGO Night,

where everything from admission, games & unlimited ride hand stamps are Buy One, Get One Half Price. Look for the BOGO sign at participating food vendors. Thursday, July 9 is Carload Night, where everyone who fits in your car (up to 8 people) can enter and ride unlimited rides for one price of \$69, and parking is free. Advance tickets for State Fair Meadowlands are on sale now through June 24 and can be bought online at [www.njfair.com](http://www.njfair.com) or by calling 973-450-1073. Special group packages are also available.

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