

STATE FAIR MEADOWLANDS OFFERS FREE RAIN INSURANCE FOR 18 DAY EVENT

State Fair Meadowlands Expecting Record Attendance Despite the Weather

East Rutherford, NJ - (June 20, 2009) – New Jersey has been getting soaked (or is that soaked) with near record amounts of rainfall over the past several weeks. As a result, State Fair Meadowlands is offering Free Rain Insurance to all fairgoers during their annual 18-day event, which begins this Thursday, June 25th and runs through July 12th.

If it happens to rain continuously for more than 30 minutes before 9 p.m., warranting the closure of the majority of rides and entertainment, State Fair Meadowlands will validate ticket stubs with a stamp that will be good for any other day of the Fair. The only date this policy is not in effect is Opening Dollar Night, June 25.

“A little rain here and there can be expected, but getting hammered with rain nearly every day this month has everyone more than a bit waterlogged and looking for sunnier, warmer days,” said Al Dorso, President of State Fair Meadowlands. “We’re not letting the rain put a damper on our spirits. In fact, we’re expecting the sun to break out next week and expecting record attendance, especially in light of what we’re seeing with our advance ticket sales, which can still be purchased via our website at www.njfair.com.”

For more information on how to validate your tickets in the event of rain, please visit www.njfair.com.

About State Fair Meadowlands

This year, State Fair Meadowlands will feature plenty of FREE entertainment with dazzling performers, as well as delicious food, thrilling rides, games, exhibits, shopping and bargain ticket nights. Free nightly entertainment includes The Marcan Tiger Show, Master Hypnotist Steve Bayner, Festival of Magic, a Wildlife Gallery, and World of Wonder - Palace of Illusion. Strolling musicians and costumed characters will also provide entertainment throughout the fairgrounds.

This year's special events include a taste of Disney on Monday, July 6. Young and old alike can enjoy an appearance by the Little Mermaid's Prince Eric, played by actor-singer Drew Seeley. Fairgoers will also be thrilled by bicycle trick riders, who will be appearing from July 2 through July 6. And, car lovers can check out the Rix Magazine car show on Sunday, July 12.

Fairgoers won't want to miss the spectacular fireworks displays on July 3 and July 4, and the fantastic 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. 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 \$69.00, and parking is 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. Patrons with proof of unemployment such as an unemployment check stub will enter for free and may

enjoy all the free entertainment without spending another penny. If they choose, they may take advantage of discounted unlimited ride hand stamps. (Of course, the Fair is also open to the gainfully employed that day!). For more bargains and promotion days, visit www.njfair.com.

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 6 from 2 p.m. to 12 a.m. On June 25, opening night, gates open 5 p.m.

Advance tickets for State Fair Meadowlands are on sale now through June 24 and can be bought online at www.njfair.com or by calling 973-450-1073. Special group packages are also available.

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