



State Fair Meadowlands to Offer Season Passes, Providing Entry for All 17 Days of Fair
*Season Ticket Holders Will Have Open Access to Free Entertainment,
Including The Big Cat Show, Alligator Show and Circus*

East Rutherford, NJ – April 10, 2011 – In recognition of its 25th Anniversary year, State Fair Meadowlands will for the first time offer patrons the opportunity to buy Season Passes for its 17-day summer event, held June 24 through July 10 at the New Meadowlands Fairgrounds. The State Fair Meadowlands Season Pass, good for all 17 days of the fair, will cost just \$25 for children and \$25 for adults – for a savings of up to 80% compared with buying full-price tickets for those days.

“This is a very special year for us and our patrons. We are marking the fair’s 25th year of operation, and at the same time inaugurating new and enhanced fairgrounds. This Season Pass will allow fairgoers of all ages to make the most of all that we have planned, including electrifying new entertainment, thrilling rides and over 50 food vendors offering delicious and festive fare,” says Al Dorso, President of State Fair Meadowlands.

Information about Season Tickets is at www.njfair.com/advance_sale.php.

The New Meadowlands Fairgrounds is located next to the New Meadowlands Stadium, formerly Giants Stadium. The event – the largest fair in the New York metro area – occupies over 35 acres of fairgrounds and parking. With no major construction going on this year at the Sports Complex, there will be easy access and movement at the Fair. The newly developed fairgrounds will feature a larger special event area, improved wheelchair and stroller accessibility, and new climate-controlled restrooms for patrons. With the larger fairgrounds, the Skyride – a family favorite – will be back.

The fair will feature brand-new free entertainment acts, live concerts and special events, including The Big Cat Show, Kachunga and The Alligator Show, and Circus Maximus, an 1,800-seat contemporary tent circus with animal shows and acrobats. Returning favorites include the Racing Pigs, Magic Shows, fireworks and Master Hypnotist Steve Bayner.

The fair will have rides for everyone, from tots to thrill-seeking daredevils, games, shows, live concerts and shopping. Also at the fair will be the original BATCOPTER, which will provide rides offering panoramic views of the fair and nearby New York City. A wide array of food choices will be available including Italian, Greek, Asian and Mexican – as well as not-to-be-

missed funnel cakes, corn dogs, candied apples, curly fries, deep-fried Oreos and Twinkies, ice cream, and of course, cotton candy.

Fair hours are 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. On June 24, opening night, gates open at 4 p.m. This year, the fair is offering free parking Monday through Wednesday, and \$4 all other days, excluding July 4. On June 24, opening night, parking is just \$1.

Media Contact:

Patty Buchanan

FastLane on behalf of SFM

973-670-1203

pbuchanan@fast-lane.net