



njfair.com

Newark's Own 'Batman' to Hold Anti-Bullying Event for Kids at State Fair Meadowlands
Kids Go Free Night, on June 29, Will Feature Caped Crusader Educating Kids About Bullying

East Rutherford, NJ – June 2011 – State Fair Meadowlands is dedicating this year's "Kids Go Free Night," June 29, to Bullying Awareness, featuring Newark's own Batman – a caped crusader who will speak with kids about how to recognize and stop bullying.

Genaro Ortiz, a city police detective who has for two decades been educating kids and teens about staying on the right side of the law, will hold a **Stop Bullying** event at 8 pm near the original Batcopter launch area. Ortiz will appear with his "Batmobile" – a tricked-out Camaro – providing kids with the opportunity to listen, learn and get their photographs taken near the Batmobile and Batcopter. Kids will receive a "Stop Bullying" wristband to remind them what they learned.

"For generations, Batman has been a symbol of community and doing the right thing. We hope that this event empowers children and their families to stand up to all forms of bullying – on the playground, in cyberspace or in our neighborhoods," said Al Dorso, president of State Fair Meadowlands. "We are honored to have Newark's very own Batman come to speak with our kids and teens about this important topic that has affected so many New Jersey families."

The Batcopter, serial number N3079G, appeared in the original Batman movie and TV series. The instrument panel is autographed by Adam West, who played Batman in the TV series, Burt Ward, who played Robin, and Yvonne Craig, who played Batgirl. For \$30, fairgoers can ride in the Batcopter, providing panoramic views of the fair and New York City.

State Fair Meadowlands' **Kids Go Free Night**, to be held on Wednesday, June 29, allows any child 12 and under into the Fair for free. Fair hours on Kids Go Free Night are 6 pm to midnight.

Parking is always free at the fair Mondays, Tuesdays and Wednesdays.

About State Fair Meadowlands

State Fair Meadowlands will celebrate its 25th anniversary this summer, running daily from June 24 thru July 10. The fair will be held in new, larger fairgrounds next to the New Meadowlands Stadium, formerly Giants Stadium. It features 150 rides and attractions, thrilling rides and over 50 food vendors. In addition to live music, the fair will offer exciting new entertainment that is free with entry ticket—The Big Cat Show, Kachunga and The Alligator Show and Circus Maximus – as well as old favorites, including Racing Pigs, Magic Shows, Master Hypnotist Steve Bayner and World of Wonder – Palace of Illusion. Also back this year is the Batcopter, the Skyride and the fabulous Fourth of July fireworks. Visit www.njfair.com for info about tickets, special discounts, promotions and hours.

Media Contact:

Patty Buchanan
FastLane on behalf of SFM
973-670-1203
pbuchanan@fast-lane.net