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MEDIA ALERT

Cake Boss to Create State Fair Meadowlands' 25th Anniversary Cake
Buddy Valastro to Unveil Cake on July 2 at the Fair
Event will be Featured in Upcoming Episode

WHO: Buddy Valastro of **Carlo's Bakery** – the country's most famous baker, featured on TLC's **CAKE BOSS** – will craft a one-of-a-kind cake creation for **State Fair Meadowlands**, the largest fair in the NJ/NY/CT area.

The cake will honor the fair's 25th Anniversary this summer.

Buddy will feature his State Fair Meadowlands cake for an episode to air in August/September 2011. He will be filming part of the episode at the fair on July 2.

WHEN: 7 pm on Saturday, July 2 - The Unveiling of the 25th Anniversary Cake

WHERE: State Fair Meadowlands
The New Meadowlands Fairgrounds
(next to the New Meadowlands Stadium)
Stadium Road
East Rutherford, NJ

About State Fair Meadowlands

State Fair Meadowlands, which celebrates its 25th anniversary this summer, runs 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, 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, Circus Maximus—as well as old favorites, including Racing Pigs, Magic Shows, and Master Hypnotist Steve Bayner. 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.

About the Cake Boss

CAKE BOSS is a series on TLC that takes viewers behind the scenes of the Valastro family bakery in Hoboken, NJ. The show, which just completed its third season, takes viewers behind the scenes to watch Buddy Valastro, his mother, four sisters, and three brothers-in-law as they operate the bakery. The CAKE BOSS show is produced for TLC by High Noon Entertainment. Since 1910, Carlo's has been a landmark in Hoboken, NJ, providing its customers with elegant wedding cakes, buttery crumb cakes, freshly filled cannolis, flakey lobster tails, and a large variety of cookies and pastries.

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