



STATE FAIR MEADOWLANDS TEAMS UP & GOES TRUCKING FOR CYSTIC FIBROSIS FOUNDATION

State Fair Meadowlands Helps Raise Awareness & Funds for Cystic Fibrosis

East Rutherford, N.J. -- May 20, 2009 – Did you know that on average Cystic Fibrosis affects over 500 individuals in NJ alone, 30,000 in the U.S. and 70,000 worldwide? While progress is being made to better understand what causes this inherited chronic disease that affects the lungs and digestive system, there's no known cure – only better treatments that have extended the predicted median age of survival for a person with Cystic Fibrosis to more than 37 years.

To help increase awareness and funding for the Greater New Jersey Chapter of the Cystic Fibrosis Foundation, State Fair Meadowlands, NJ's largest annual family-fun event, will be holding a 50/50 raffle each night of the fair; it will also add Cystic Fibrosis as the official not-for-profit, charity organization to its website.

In addition, Al Dorso, President of State Fair Meadowlands, helped arrange for Road Scholar Transport, a trucking company that promotes good causes on its trucks, to dedicate its latest 18 wheel truck to raising awareness for Cystic Fibrosis. The "Big Red Rig" features the Cystic Fibrosis Foundation's logo, a "65 Roses" theme and a photo of the smiling face of NJ Chapter volunteer Bill Squire's 11-year-old son, Sean, who has Cystic Fibrosis.

"I'm happy to help raise much-needed awareness for Cystic Fibrosis through the thousands of people each day who visit the Fair and the thousands more who see this truck driving down the road," said Al Dorso, President of State Fair Meadowlands. As this truck travels through the Mid-Atlantic States, more than 100 million people are expected to see it. Road Scholar will donate a penny to the Cystic Fibrosis Foundation for each mile the truck drives until it reaches 10 million miles, which could result in \$100,000 for Cystic Fibrosis research!

"Raising funds and awareness for CF is always at the forefront of my mind. So, when I saw such a terrific opportunity, there was no choice but to pursue it," says Squires. "The CF Road Scholar truck gives us incredible exposure, and its fabulous design makes it impossible not to notice. I think we have something great here," he says.

Companies already using or wishing to use Road Scholar and raise funds for CF can visit www.RoadScholar.com and click on the 10 Million Mile Awareness Program logo, or call (800) 542-2301 to sign up.

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, 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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Media Contact:

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