



Arizona State Fair

Oct. 10 - Nov. 2, 2008
Closed Mondays

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Press Release

FOR IMMEDIATE RELEASE

Cotton Candy Rules at Arizona State Fair

Fair contest searches for name for new "Cotton Candy Lady" character

Phoenix (August 5, 2008) – Missing a little sugar in your diet? Well, the newest State Fair character, "Cotton Candy Lady" has plenty to dish out. She's passionately pink, sassy and ready for action. A feisty lady with a checkered past, she considers the Fair "more fun than texting your ex on his honeymoon." A celebrity in her own mind, the Cotton Candy Lady declares herself *the* "Fair guide, fashion role model, and unstoppable fun bunny," who doles out "ginormous" tips and information to folks on the State Fair website.

Only problem is, she's not happy with her name. Fair organizers don't want to upset this tough and fiery lady who lives life to the extreme again. Last time they proposed a name to her, she challenged them to a Figure 8 race and threatened to make someone into a new "somethin'-on-a-stick."

She did agree, however, to allowing Fair fans to give her a name through the "Cotton Candy Lady Naming Contest." Anyone 18 and over is eligible to submit up to five names in an online ballot between now and August 30, 2008 at www.azstatefair.com. Fair organizers will select 10 names and then conduct an online poll from September 1, 2008 to September 21, 2008, where a winner will be determined by the name that receives the most votes. In addition to bragging rights, the contest winner gets to go to this year's Fair with their prize: a Family Pack which includes 4 Fair admission tickets and 6 ride passes valued at \$80.00.

So, whether you want "guts, glory or a ginormous stuffed animal," or think you have what it takes to come up with a suitable moniker for the pink lady with attitude, then log on to www.azstatefair.com and share your ideas. Just remember Cotton Candy Lady's number one rule: "None of that sissy stuff!" It's time to name that gal.

Additional details and rules can be found at

<http://www.azstatefair.com/NamingContest/contactrequest.aspx>

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