

Arizona State Fair

Oct. 10 - Nov. 2, 2008
Closed Mondays

FAMILY FRIENDLY.../1

www.azstatefair.com

Contacts:

Kristi Walsh, Director of Marketing

Tel: 602-257-7161

Fax: 602-257-7193

kristi.walsh@azstatefair.com

Jeannie Berg, Public Relations

Tel: 602-295-7460

Fax: 602-843-3382

ajberg29@hotmail.com

Press Release

FOR IMMEDIATE RELEASE

10 Ways to Increase Quality Family Time at the Fair

Arizona State Fair offers one-of-a-kind family attractions all for the price of admission

Phoenix, Arizona, (October 8, 2008) — Looking for more quality family time and tired of driving all over town to do it? Then, look no further than the 2008 Arizona State Fair where you can get everything from animals and interactive exhibits to video games, rides and music all in one place and all for the price of admission. Appealing to kids of all ages, the Fair's full slate of activities is sure to please every member of the family.

"The Arizona State Fair is the most family friendly event in the state," said Don West, Executive Director. "Where else can you pet a rabbit, win an overstuffed animal, twirl upside down on a thrilling midway ride, and eat a deep fried Twinkie? Whether you're a bungee jumper or a quilt maker, the Arizona State Fair is the ultimate place for fun."

The Top 10 Ways to Increase Quality Family Time are:

1. **Meet Kiddie Characters**: This year, the Fair is host to the children's most popular TV characters. Nickelodeon's **Dora The Explorer** will take kids on an adventure with her best friend *Boots* Oct. 10-12; PBS's most lovable kindergartener **Caillou** will entertain children Oct. 17-26; and **Thomas the Tank Engine**TM the world's most fun steam engine takes you on a read-along journey of imagination and creativity Oct. 21 – Nov. 2. Grounds location and times at www.azstatefair.com
2. **Learn about Agriculture and Fair Traditions** – Families can see over 6,000 animal and competitive exhibits entered by fellow Arizonans throughout the fairgrounds. Kids can also get hands-on experience of a day in the life of a farmer in the 19,000 sq ft educational exhibit, **Uncle Kunkle's Farm**. The experience includes orange picking, collecting eggs, "milking" a cow, and a make-n-take planting activity. Kids can also participate in burlap sack races and the Junior Rodeo which includes stick pony barrel racing, steer roping, and bull riding. Open daily until 10 p.m.

FAMILY FRIENDLY.../2

3. **Watch Animal Antics** – The Paws & Claws Plaza located on the southwest corner of the fairgrounds has an assortment of animals to watch or pet and elephant and pony rides. **Welde’s Big Bear Show and Grizzly Falls** offers an opportunity to get up close and personal with these “ambassadors of the wild” as the Welde family shows off their “pets,” incredibly intelligent bears ranging in size from 200 to 1,200 lbs. The **Banana Derby** features the amazing Gilligan T. Monkey and other favorite monkey jockeys racing while mounted on their canine pals. **Macy’s Petting Zoo** is a chance for animal lovers of all ages to pet, feed and learn about many different kinds of animals. You can also see exotic animals and learn about the importance of preserving endangered species through the **Wildlife World Zoo** Oct. 28 to Nov. 2. Show times are 2:30 p.m. and 4 p.m. each day, except Nov. 1 and 2 show times are at 1:00 p.m., 2:30 p.m. and 4:00 p.m.
4. **Prepare for a Safari adventure.** Kid Zone Jungle Safari features fun and educational activities for all ages. Kids can ride Safari Cars, play with Jungle Blocks, or make Jungle Jewelry, They can also check out Ssserpentine Zone, Chimpanzee Challenge, and Endangered Wildlife Trail. Open daily.
5. **Journey through the World of Science and Forensics** Join Mad Science for CSI:LIVE, an exciting, interactive journey through the fascinating world of crime scene investigations. Fairgoers will use their superior logic and forensic know-how to examine evidence and test theories. Whether it’s analyzing mysterious gasses or firing lasers across the scene of the crime, the CSI team will work together to solve the crime. It’s the ultimate live stage show experience, for ages 8 and up. Located on the Coliseum North Plaza.
6. **Rock Out** – Rock Band, the revolutionary music video game from MTV Games and Harmonix is touring the USA. Bring your band or play with other rockers and battle it out during daily competitions. Rock all day for free on center stage, located at the North Entrance of the Arizona State Fair *Oct. 16-26.*
7. **Join a Competition** – Fair contests are a great way for families to get creative and involved in the Fair. **Celebrity Veggies** where Kids use their creative talents to turn that vegetable into your favorite celebrity, musician or music group; *Wed., Oct. 22 @ 6 p.m.* In the **Halloween Cookie Decorating Contest, kids** use their imagination to decorate a cookie using the Halloween theme. *Fri., Oct. 31 @ 6 p.m.* Marie Callender’s Pie Eating Contests in the Arizona Lottery Backyard is open to all ages and take place on *Saturdays, Oct. 18 (4 p.m.), Oct. 25 (2 p.m.) and Nov. 1 (2 p.m.)*
8. **Move your Groove** --- You and the kids can participate in the Chicken Dance Contest (Oct. 18, 25, and Nov. 1,) or learn some new moves Nov. 1 and 2 from Scottsdale’s Lauren Gottlieb if “So You Think You Can Dance.” If you’d rather watch, you can always catch the *Thriller* dancing on Oct. 25 where 100 creature costumed dancers will be a part of a global performance designed to attempt a new Guinness world record as part of the Thrill the World organization and Movin’ 97.5.

FAMILY FRIENDLY.../3

9. **Have a Picnic and Enjoy Live Entertainment** – The Arizona Lottery Backyard offers a variety of food and entertainment options, including live performances by favorite local bands such as Chuck E. Baby and the Allstars, the Chadwicks and Nineball; the Native Spirit Dancers; and community dancing and singing acts. So pick up something deep fried and on-stick and sit back and relax.
10. **Take a Ride on the Wild Side** – Everyone loves rides and there are rides for everyone, plus deals galore. Kids ages 5 through 14 can earn Fair ride passes through the **ABC 15 Read & Ride**, sponsored by 99.9 KEZ. Children who read 3 books will earn 3 free rides. Whether you're looking for simple kiddie rides or spine-tingling, hair-raising rides on Halloween, take advantage of the ghoulishly fun adult and child "Boo Bundle" admission/ride packages. Available for advance discount purchase online through midnight Oct. 30 - Adult admission with 10 rides for \$15 and Child admission with 10 rides for \$10. Boo Bundle packages at the gate on Oct. 31 are \$18 for Adults and \$13 for Children. More admission discounts and ride promotions can be found at www.azstatefair.com

The 124th annual Arizona State Fair, running from Oct. 10 through Nov. 2 (closed on Mondays), will host a variety of fun-filled attractions, activities and rides for all ages at its location at 19th Avenue and McDowell Road in Phoenix.

###