

# STATE FAIR OF VIRGINIA

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## The State Fair of Virginia Receives International Recognition

The State Fair of Virginia has received two Awards of Excellence and five Awards of Distinction for Competitive Exhibits, including “Best Advertising Campaign,” from the International Association of Fairs and Expositions (IAFE) headquartered in Springfield, MO. The Awards were presented during the 118<sup>th</sup> Annual IAFE Convention in Las Vegas, Nevada at the Agriculture Awards Breakfast on December 16 and Awards Reception on December 17, 2008.



(SFVA/MBurrow)

The State Fair of Virginia, produced by the not-for-profit SFVA, has been recognized by the IAFE with seven awards.

There are a total of 13 Agriculture Award categories, each divided into 5 divisions by attendance. The State Fair of Virginia received the *Award of Excellence for a Non-Fair Agricultural Event or Program* and the *Award of Excellence for Printed Material Developed and Produced by the Fair to Promote Agriculture Programs*. Competitive Exhibits are awarded in 9 categories, divided into 5 divisions by attendance. In addition to the “*Best Advertising Campaign*,” the top award within the qualifying division, the State Fair also received Communications awards for *Outstanding Television*, *Outstanding Radio* and *Outstanding Promotions Advertising – Outdoor* and *Outstanding, New or Unique Strategy to Increase Number of Competitive Exhibitors or Attract New Competitive Exhibitors*. Awards earned by the State Fair were given in the division of fairs with attendance of 100,001 to 250,000. The entries are evaluated and judged by a team of industry leaders from the IAFE, with a membership of over 3,200 fairs from around the world.

The State Fair of Virginia, produced by the not-for-profit SFVA, was held September 25 through October 5, 2008 with an attendance of nearly 243,000. The 2009 State Fair of Virginia will take place September 24 through October 4 at The Meadow Event Park, the new home of SFVA. For more information on this and all events produced by SFVA visit [www.statefairva.org](http://www.statefairva.org).

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*The State Fair of Virginia event is presented each fall by SFVA.*

*SFVA is a not-for-profit 501(c)(3) organization not affiliated with state government. In a world where Virginia's open land and traditions that shaped our culture are rapidly vanishing, SFVA's goal is to keep cherished ideals and experiences alive in the Commonwealth.*