



## NEWS RELEASE



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### **2007 Mesa County Fair Wins national awards**

#### **Mesa County Fair wins communication awards at the National Convention for its ad campaign.**

The Mesa County Fair was recently recognized with several awards for elements of its 2007 advertising campaign.

The Mesa County Fair placed second for one of its color newspaper advertisements promoting the County Fair and Fair activities. The 32-page official County Fair program was awarded third place in the "Printed Promotional Material" category. In addition, the 2007 radio spot took fifth place and the 30-second television ad received a tenth place ribbon in their respective categories.

The Communication Awards were presented as part of the 2007 International Association of Fairs and Expositions Conference (IAFE) held in Las Vegas, Nevada in December. More than eighty entries from county and state fairs across the U.S. participated in the competition that included entries for print, electronic, and promotional materials developed for fairs.

The print advertisement was done by TCS Marketing Group, and the Fair program was created and produced by the Grand Junction Daily Sentinel. Voice talent on the TV and radio spots was provided by Dixie Burmeister, with production work provided by Dave Moore of Mesa County Cable Channel 12.

For more information about the Mesa County Fair held each year in July contact: 970-256-1528 or go to [www.mesacountyfair.com](http://www.mesacountyfair.com).

***"Mesa County—Creating a community of opportunities for all residents with a focus on the future."***