

Communication Services
5334 South Prince Street
Littleton, Colorado 80166-0001
Phone: 303-795-4630
Fax: 303-738-7894
www.co.arapahoe.co.us

For release: February 9, 2009

Contact:

ANDREA RASIZER

Communication Services Director

Direct: 303-795-4284

Mobile: 303-882-1909

E-mail: arasizer@co.arapahoe.co.us

Media note: Photos of Arapahoe County staff recognized by the International Association of Fairs and Expos is available for download at <ftp://www.co.arapahoe.co.us/pub/CM/Photos/IAFE%20Awards/>

Arapahoe County wins big at Fairs and Expositions conference *Communication Services, Fair staff team earn top honors for the 2008 County Fair*

ARAPAHOE COUNTY --- Arapahoe County won five awards through the International Association of Fairs and Expositions for its Red, White and Moo marketing campaign, as well as a first place award in the Association's Agricultural Awards program for a sponsor exhibit with Tagawa Gardens, a silver sponsor of the 2008 County Fair.

The International Association of Fairs and Expositions is a voluntary, non-profit corporation organizing state, provincial, regional and county agricultural fairs, shows, exhibitions and exposition. The 1,300-member organization promotes the development and improvement of fairs, shows and expositions and sponsors an award contest to showcase excellence in fair marketing and exhibitions.

Marketing of the County Fair is overseen by the County's Communication Services Department, which includes Andrea Rasizer, Nichole Parmelly, Liz Ellis and Mindy Edstrom. Arapahoe County received the International Association of Fairs and Expos top honor – the Best Overall Advertising Campaign. The County Fairgrounds is overseen by Fairgrounds Manager Jim Abendschan and Fairgrounds Facility Coordinator Debbie Galle.

The theme - *Red, White and Moo – the Arapahoe County Fair Wants You!* - was designed to piggyback on the excitement and attention surrounding the 2008 presidential election campaign, while increasing fair attendance.

Parker Pig won by a wide margin, but by running our own “mayoral” campaign, we were able to generate new excitement and interest in the fair, which also opened up a variety of marketing ideas, such as placing candidate campaign signs in neighborhood yards, offering online and drop-off ballot voting, and distributing platform trading cards and campaign buttons at campaign appearances – ideas that had not used before.

As a result, more than 20,000 people attended the fair – an 18 percent increase from 2007. Arapahoe County also saw a 30 percent increase in revenue, and the fair satisfaction rate increased to 85 percent, up from 74.3 percent in 2007. The marketing campaign also drove more traffic to the Fair web site with 16,000 unique visitors during the week of the Fair. Arapahoe County collected 3,270 coupons – a 67 percent increase in

the number of coupons collected in 2007, and the Fair experienced a 65 percent increase in the number of preschool and elementary school-age children that attended group discount day on Friday, July 25.

Arapahoe County also won a first place for its two television and radio commercials featuring Connie Cow, Henry Horse and Parker Pig running for mayor of the County Fair; a first place award for the promotional “Mayor of the Fair” campaign signs; and a first place award for the media guide and press kit. The radio commercial was produced with the help of Radio Disney, which was a Platinum Sponsor of the 2008 County Fair. The television commercial was produced by Reel Creative Productions, a local video production company.

In the Agriculture Education Awards Competitive Exhibits contest, the Arapahoe County Fair won a first place award for Fair and Sponsor Joint Exhibit Program with Tagawa Gardens, a family owned and operated garden center at 7711 S. Parker Road, Centennial.

As a Silver Sponsor, Tagawa Gardens provided more than \$6,000 worth of product and services, and also promoted the fair through thousands of dollars in advertising tags and promotions. Tagawa arranged and coordinated live remotes from Arapahoe County Fair through cooperative advertising from Denver News 2.

Tagawa decorated and arranged a 60’ x 60’ garden area focusing on urban agriculture and “Garden Patio Retreat”, which included a deck, pergola, shade trees, patio furniture and benches, as well as containers filled with flowers and vegetable gardens.

Tagawa also provided a children’s gardening booth, which included a coloring and activities area, samples of interesting plants, as well as a planting area where kids were able to plant a flower that they could take home.

Go Hog Wild is the theme for the 2009 Arapahoe County Fair, which will be held July 22 – 26 at the Arapahoe County Fairgrounds and Regional Park, 25690 E. Quincy Ave., Aurora. For more information, visit www.arapahoecountyfair.com.

* * *

Photo Cutlines:

100-3937.jpg: Arapahoe County wins a first place agriculture award for a sponsor exhibit with Tagawa Gardens at the International Association of Fairs and Expositions conference last month. (from left) Shannon Carter, Special Assistant to the Board of County Commissioners, Debra Galle, Fairgrounds Facility Coordinator and Jim Abendschan, Fairgrounds Manager, received the award.

CMS Fair Award: Winning five marketing and advertising awards from the International Association of Fairs and Expositions are (from left) Arapahoe County Communication Services employees Liz Ellis, Nichole Parmelly, Andrea Rasizer and Mindy Edstrom.