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PRESS RELEASE

For Immediate Release

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MIDLAND COUNTY FAIR RECEIVES RECORD 14 AWARDS AT TEXAS ASSOCIATION FAIRS & EVENTS ANNUAL 2017 CONFERENCE

Midland, Texas— The Texas Association of Fairs & Events (TAF&E) recently presented The Midland County Fair (MCF), Midland County Horseshoe Arena, and Dooley Management Company, a combined, 14 Ray Cammack Award for Excellence in Marketing and Communications Awards. The awards were presented during annual Texas Association of Fairs & Events (TAF&E) Convention and Trade Show at the Hyatt Hill Country Resort in San Antonio, Texas. Awards were accepted by MCF Executive Director-Tammy Dooley, Director-Paula Morrison and Dooley Management Company President and CEO/Midland County Horseshoe Arena Facility Director-Michael R. Dooley.

This year TAF&E received a tremendous number of Marketing Award entries. With over 340 entries judged by a panel of marketing professionals. Plaques were presented to the 1st, 2nd and 3rd place winners. This was a record award year for the Midland County Fair. The marketing campaign featured animals you will see at the fair. Pick up **chicks**, Come **pig** out, It's no **bull**, and **kids** will love it.

Awards included, **Best Overall Award**, for fairs under 50,000 in attendance, along with numerous other 1st place awards, including, Best Newspaper Ad-Color, Best Promotional Event Poster, Best Radio Promotion, Best Overall Sponsorship Program and Best Single Display Ad. Other awards included 2nd place recognition for Best Company Image Piece and Best Miscellaneous Item. Numerous 3rd place awards were presented for Best Program/Brochure/Flyer-4 Color, Best Promotional Outdoor Advertising, Best Television Promotion, Best Specialty Video, Best Other Merchandise and Best Direct Mail Piece or Brochure. Marketing Creative & Production partners included Sinar Media, Safeguard Rainbow Press, Cactus Signs, Midland Reporter Telegram, West Texas Radio Group, Lamar Outdoor Advertising, CBS 7, Lone Star PC Repair & Website Design. Not to forget the numerous media organizations who promoted the fair with great enthusiasm.

TAF&E Marketing Awards program recognizes excellence in marketing campaigns that promote fairs and events. The Texas Association of Fairs and Events (TAF&E) is an organization comprised of Texas Fairs & Festivals and Companies, along with Industry Leaders who support the Fair, Festival, Event Industry.

The Midland County Fair, now in its 8th year, is an annual 4-day fair, held each year the 4th weekend in August. For information on this award-winning fair, sponsorship, participation or volunteering visit www.midlandcofair.com.

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Midland County Fair

Midland County Fair Inc. was incorporated in August 2010 and is a 501(C)4 nonprofit organization.

The **Midland County Horseshoe Arena, Pavilion & Amphitheater** serves as the host and event venue for the fair.

The Mission of the **MCF** is produce a traditional, annual, family fair showcasing the agricultural, educational and entertainment in the West Texas Region. The Fair will develop and emphasize the educational connection between agricultural and the community while showcasing talents, skills and aspirations of our youth and community. The fair will benefit participating area youth and community organizations through numerous scholarship opportunities. Blue Ribbons will be awarded in the spirit of competition.