



WAUKESHA COUNTY FAIR ASSOCIATION, INC.
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Executive Director

FOR IMMEDIATE RELEASE:

***Fairest of the Fair* Sought for 168th Waukesha County Fair**

WAUKESHA, WI (June 15, 2010) – **Applications are being accepted now through July 1, for the 168th Waukesha County Fair's *Fairest of the Fair* contest, sponsored by Waukesha Kiwanis, Waukesha County Farm Bureau and Image Makers Advertising.** Any Waukesha County resident, at least 18 years of age on or before July 20, 2010, with Fair experience is encouraged to apply. The Waukesha County Fair, sponsored by Aurora Health Care runs Wednesday, July 21 through Sunday, July 25 on the Waukesha Expo Grounds. **"Fairest" entry forms are available at:**

- 1) The website: www.WaukeshaCountyFair.com
- 2) By calling (262) 544-5922 or
- 3) Via e-mail at info@waukeshacountyfair.com
- 4) The Fair Office, 2417 Silvernail Rd., Pewaukee

Finals will be held opening day at the Fair on Wednesday, July 21 at 6 pm at the Leinie Lodge Stage. The *Fairest of the Fair* is selected on the basis of personality, communication skills, school and community activities, professional appearance, knowledge of, and experience with the Waukesha County Fair. The individual chosen will serve as the official host and spokesperson for the 2010 Fair held July 21-25. Responsibilities include welcoming the public, interviews with the media, announcing special events, judging contests and awarding ribbons.

Throughout the year, the *Fairest of the Fair* participates in parades, attends county functions and speaks at community engagements, schools, and clubs as requested. In addition, the *Fairest* represents the Waukesha County Fair at the three-day *Wisconsin State Fairest of the Fairs Competition*, to be held January 2011, in Green Bay. First and second runner-up receive continuing education scholarships donated by local groups and businesses.

The Waukesha County Fair Association is a non-profit volunteer organization that is completely separate and receives no funding from Waukesha County or the City of Waukesha. **Advance Adult Admission tickets (\$7) are available until July 20 online and at Waukesha County Pick'n Save locations. Main Stage VIP Seating tickets are available online until noon the day of the show, while supplies last. To purchase tickets, visit WaukeshaCountyFair.com.** Tickets at the gate will be: Adults \$9, Children 6-12 \$3, and children 5 and under, FREE. Daily parking is \$5.

For more information contact:

Shari Black, Executive Director
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www.WaukeshaCountyFair.com
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MISSION STATEMENT

"To provide a quality family event which preserves our rural heritage and is dedicated to education and entertaining all ages in Waukesha County and surrounding communities."