

## The Kansas State Fair Has Received Awards Of Distinction

The Kansas State Fair has received Awards of Distinction representing Agriculture and Communications from the International Association of Fairs and Expositions (IAFE) headquartered in Springfield, MO.

The Kansas State Fair received first place Agriculture Award of Excellence for the Fair's program featuring *Fair and Sponsor Joint Exhibit Program* (Kansas Energy Expo). They also received first place for *Agricultural Photo Series* – Photo series taken by Loribeth Reynolds from Hutchinson Community College as a participant of the Kansas State Fair's Scholastic Press Corps Internship program. In addition, the Kansas State Fair received third place for *Special/Specific Agricultural Educational Event, Exhibit or Program for the Fairgoing Public* (Kansas State Fair Duck Slide), *Newly Established or Developed Program to Promote Agriculture* (STEAM Ahead Initiative), and third place for *Program Designed to Correct an Issue Related to Competitive or Non-Competitive Agriculture Program* (sight/glare issues related to windows at the milking parlor).

There are a total of 14 Agriculture Award categories, each divided into five divisions by attendance.

The Kansas State Fair's 2014 marketing campaign, "Get On A Stick" garnered Hall of Honor Communications Awards in the following categories: First place, *Outstanding Radio Ad*; First place, *Unique Advertising Specialties/Merchandise/Souvenirs* and second place award for the *Best Marketing Campaign*.

There are a total of 21 award categories for the Hall of Honor Communications Awards, each divided into five divisions by attendance.

Judging of these awards are evaluated and judged by a team of industry leaders. These individuals are selected from the membership of the IAFE, which has over 1,200 members from around the globe.

"It is always nice to have our industry recognize the Kansas State Fair on an international platform," stated Denny Stoecklein, Kansas State Fair General Manager. "We work hard to ensure the Kansas State Fair is an event Kansans are proud of and this international recognition is just icing on the cake."

### **ABOUT THE KANSAS STATE FAIR**

Full of Fried and Joy, the Kansas State Fair never gets old! Its world-class Midway, blue-ribbon animals and family-friendly activities make it pure Americana – an event not to be missed. Party with your pals and hear the hottest performers at the U.S. Cellular Grandstand. Tour the many agricultural and educational displays. Win prizes. Brave heart-pounding carnival rides. Sample culinary delights. Enormous vegetables, odd artifacts, homemade crafts and the infamous butter sculpture provide something for everyone. Scheduled for Sept. 11-20, 2015 – the event is the largest in the state of Kansas with crowds numbering more than 355,000. The fairgrounds is centrally located in Hutchinson, Kansas. Mark your calendars now and plan to join Kansans from across the state. For more information, call 620.669.3600, toll free 800.362.FAIR or visit [www.kansasstatefair.com](http://www.kansasstatefair.com).

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