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Tennessee Valley Fair Receives International Recognition

Fair receives two awards from International Association of Fairs and Expositions

Knoxville, Tenn. (December 2, 2011) – The Tennessee Valley Fair has received two Awards of Distinction in the Communications and Competitive Exhibit categories from the International Association of Fairs and Expositions (IAFE) headquartered in Springfield, MO.

The fair was recognized in the Communications category for its 2011 Guidebook and in the Competitive Exhibit category for its Trash to Treasure contest, which was introduced at the 2011 fair, September 9-18. This successful new craft contest received over 100 entries and showcased stunning art, jewelry, clothes and other crafts made entirely from recycled materials.

There are a total of 30 categories in the Communications and Competitive Exhibit awards, each divided into 5 divisions based on annual fair attendance. All entries are evaluated and judged by a team of fair industry leaders from the membership of IAFE which has over 3,000 members internationally. The awards were presented on November 30 at the 121st annual IAFE convention held in Las Vegas, Nevada.

“We feel extremely honored to be recognized for our work. We take great pride in knowing that our fair was selected for these prestigious honors.” said Sarah Thompson, Public Relations Coordinator.

The purpose of the IAFE Awards of Distinction is to foster creativity and ingenuity amongst fairs and expos across the globe and provide recognition for fairs who continually innovate. To learn more about IAFE, please visit: <http://www.fairsandexpos.com/>

The 93rd annual Tennessee Valley Fair is scheduled for September 7-16, 2012.

About the Tennessee Valley Fair

The Tennessee Valley Fair is one of the state’s largest multi-day events attracting nearly 140,000 people each year. The 93rd annual fair begins the Friday after Labor Day, September 7-16. Known for its innovative exhibits, livestock shows, concert series, action sports, exciting rides and a variety of unique fun foods, the Tennessee Valley Fair offers tremendous family entertainment. The Fair is also proud to present nightly fireworks sponsored by the Tennessee Lottery. For more information, please visit www.tnvalleyfair.org or call (865) 215-1470.

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