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IAFE Introduces Find That Fair

SPRINGFIELD, MO — June 24, 2014 — The IAFE has launched a new tool — Find That Fair (*findthatfair.com*) — that maps all IAFE member fairs. In addition to the visual map tool, IAFE members can go a step further and search for fairs by start date or month, state or province, or by reported attendance.

Anyone can go online to *findthatfair.com* to see a Google map with every IAFE member fair plotted with information on the fair's location and 2014 dates.

“The Find That Fair website will be a crucial portal to the public looking for more information about visiting fairs, whether in their own area or across the continent,” said IAFE COO Marla Calico.

From the *findthatfair.com* home page, IAFE members can click on the large red button above the map and log into the IAFE website. Once logged in, they will find additional information including each fair's primary contact information, attendance range, and website.

“Find That Fair is an amazing tool which will especially benefit the IAFE's associate members as they plan routes or need to fill gaps, but it also is great for fair folk to use in planning visits. Let's face it, we're the kind of folks who like to plan some of our vacations around a visit to a fair,” Ms. Calico said.

A short video tutorial on how to use Find That Fair can be found on the IAFE YouTube page at <https://www.youtube.com/watch?v=aXR9lBJtJqA>.

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The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, non-profit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.