

# AV FAIR & EVENT CENTER

**For Immediate Release:**  
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## **2020 Antelope Valley Fair and Alfalfa Festival Theme Competition Now Open** *Public Encouraged to Submit Entries*

**Lancaster, CA - October 2, 2019** – Antelope Valley Fair officials have announced that they are now accepting theme tag-lines for the 2020 Antelope Valley Fair and Alfalfa Festival.

The overarching theme key word for the 2020 AV Fair & Alfalfa Festival tag line entries is **“What”**. Entry tag line’s must be five words or less and include the word, or a derivative of the word **“What”**.

Contestants may enter multiple theme ideas on a single entry – either online at [avfair.com](http://avfair.com), by mail, or fax. All entries are date-stamped by the A.V. Fair staff as they are entered. If there are duplicate entries of the same theme, the entry submitted first will be included in the competition.

According to Antelope Valley Fair CEO, Dan Jacobs, “The entire AV Fair & Event Center staff is once again looking forward to 2020’s theme competition. This year’s core word is challenging, but I am sure the submissions will inspire us as they do every year with shaping the 2020 AV Fair theme branding and marketing efforts. The Antelope Valley Fair Association Board of Directors has the daunting task of selecting the final winner, which is not going to be an easy thing to do. I’m looking forward to a great community response and wish everyone the best of luck.”

**The deadline for tag line entries is November 4<sup>th</sup> 2019.** Entry submissions can be entered online at [avfair.com](http://avfair.com), mailed, hand delivered or faxed to:

Address: Antelope Valley Fair & Event Center  
Attention: Trevor Deal  
2551 West Avenue H, Suite 102  
Lancaster, CA 93536  
Fax: 661 – 942 - 2135 – Attention: Trevor Deal

**The winning entry will be announced in the month of December.**

The winner of the 2020 A.V. Fair theme contest will have the opportunity to participate in Fair events throughout the year including, the annual kick-off dinner, the Fair Parade and receive two tickets to all concert and arena events.

For Fair updates, follow us on Facebook: [facebook.com/antelopevalleyfair](https://facebook.com/antelopevalleyfair), Twitter: [twitter.com/avfairgrounds](https://twitter.com/avfairgrounds) and Instagram: [@avfairgrounds](https://www.instagram.com/avfairgrounds)

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