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## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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## **THINK ART: CALIFORNIANS INVITED TO CREATE & CHOOSE THE 2005 STATE FAIR POSTER**

*First-Ever Poster Contest Open from February 1 – March 31, 2005;  
Students and Educators Encouraged to Participate*

**SACRAMENTO, CA** (January 31, 2005) – For the first time ever, the California State Fair is giving Californians the opportunity to create and choose the official 2005 State Fair Poster. The State Fair today announced that it will be accepting poster submissions from **February 1 – March 31, 2005**. Any Californian aged 5 and older is invited to send in original artwork for consideration. Individuals and groups are encouraged to submit an entry and people of all artistic levels and styles are welcome.

“This new poster contest is just one way we can remind people that the California State Fair is California’s Fair and we want all Californians to be an active part of it,” said Norb Bartosik, CEO and General Manager of the California State Fair.

A panel of judges will narrow the field down to six poster finalists and the general public will be allowed to vote online for the winning poster submission in late Spring 2005. In addition to the prestige that accompanies the award, the top three People’s Choice finalists will be eligible for jackpot prizes worth hundreds of dollars, depending on the size of the applicant pool. If chosen to be the official 2005 State Fair Poster, the winning art could also be distributed free of charge to State Fair partners and local businesses for public display.

The panel of judges will select the finalists primarily on “theme and message” and “originality and imagination”. The winning poster will creatively highlight the 2005 State Fair theme – California’s Beaches & Oceans – and may showcase other elements of the annual State Fair.

“This is a fun, lighthearted contest but we hope to showcase some of the creativity, inspiration and talent that motivates Californians,” Bartosik said.

### **How to Submit a Poster**

Poster entries must be original two-dimensional works of art, submitted on 18” X 24” white paper. Entrants should mail their poster submission, along with a completed application form and \$5.00 entry fee, to: Poster Contest, California Exposition & State Fair, P.O. Box 15649, Sacramento, CA 95852. Mailed entries must be postmarked no later than March 31, 2005. Entries may also be hand carried to the Cal Expo Administration office at 1600 Exposition Blvd., Sacramento, CA on weekdays between the hours of 9:00 a.m. and 4:00 p.m.

For more information and to download an official entry form and guidelines, please visit the California State Fair website at [www.bigfun.org](http://www.bigfun.org) or contact the poster contest coordinator at [postercontest@calexpo.com](mailto:postercontest@calexpo.com) or 916-263-3146.

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