



ALAMEDA COUNTY FAIR
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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ALAMEDA COUNTY FAIR'S NEWEST CONTEST – THE \$1000 QUESTION! Text Messaging Technology Meets Old Fashioned Sleuthing

PLEASANTON, CA – Any fan of American Idol knows the value of text messaging. Now Fairgoers will have the chance to put those texting skills to work for the chance at \$1000.

The \$1000 Question Contest combines text message technology with good 'old fashioned sleuthing. The rules are simple:

- Text the word “fair” to 839863 to be entered into the contest. Entry ends June 25th
- On Tuesday, June 26th one question will be texted back to all participants at 12 noon.
- Participants must then submit their answer via the Fair website contest page.

25 participants with the correct answers submitted will be randomly drawn to receive a special invitation to compete in the final stage: *The 95th Anniversary Adventure Game* on Saturday, June 30th.

At the final stage, the 25 qualifiers will receive the secret “adventure card”. The participants will have two hours to follow the clues and get their card stamped at the four secret locations. First participant to return with a complete “adventure card” will walk away with a cool \$1000 check.

“The whole Fair philosophy is about looking to our past while embracing the future. This new contest is a product of that philosophy in motion. We are very excited to see how this plays out,” notes April Mitchell, Alameda County Fairgrounds Events and Marketing Manager. TWR Entertainment of Las Vegas, NV, created the text messaging contest platform for the Alameda County Fair in conjunction with the Fair marketing team.

“We are both excited and proud to work with such an established event as the Alameda County Fair to feature our unique Text platform for live events “ says Ken Ross, President of TWR Entertainment.

For more contest details and the terms & conditions of play, visit the \$1000 Question page on the Alameda County Fair web at www.alamedacountyfair.com/fair/game.html or call 925-426-7600.

About TWR Entertainment:

TWR Entertainment of Las Vegas, NV produces interactive Text and Wireless applications for live events including Fairs, Expositions, Concerts and TV/Radio broadcasts. TWR Entertainment can be contacted by calling 806 470-4940 or email at twrent@yahoo.com

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