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**For Immediate Release**

**Lake County Fair Association Receives IAFE Communications Awards**

*Honors for Brochures, Video and Social Media*

GRAYSLAKE, Ill. (Dec. 10, 2018) – The [Lake County Fair Association](http://www.lcfair.com), Grayslake, Ill., has received three 2018 Hall of Honor Communications awards from the [International Association of Fairs & Expositions](http://www.iafe.org) (IAFE), Springfield, Mo., for its Lake County Fair, held July 25-29, 2018. Organizers say the competition is designed to improve the advertising and publicity programs of fairs, and to recognize those who are doing an outstanding job.

The Lake County Fair Association received first place in two divisions – Printed Promotional Materials, for its 2018 brochure, and Miscellaneous Use of Technology to Promote Fair/Event, for its promotional video. The association also received third place in Social Media/Mobile Campaign for its July 2018 Facebook and SnapChat promotional series.

“This is not only a great accomplishment for us, but also for all of our [contributing sponsors](#),” said Lauren Kaplan, sales and marketing manager, Lake County Fair Association.

The IAFE [Hall of Honor Communications Awards](#) features 20 categories, divided into five divisions based on fair attendance. Awards were also given in the categories of Competitive Exhibits, Agricultural Awards and Innovation in Sponsorship. Plaques for each division were awarded to first place winners during the awards ceremony at the IAFE Annual Convention, held recently in San Antonio.

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## **Lake County Fairgrounds and Event Center // Add One**

A family-friendly destination, the Lake County Fairgrounds and Event Center in Grayslake, Ill. is located about 40 miles north and west of Chicago and is easily accessible via major highways and Metra Rail. On-site parking is available. For more information, including about the upcoming Lake County Fair, July 24-28, 2019, as well as other public and seasonal events, visit [www.lcfair.com](http://www.lcfair.com). For up-to-the-minute news, contests and more, follow the Lake County Fairgrounds and Event Center on [Facebook](#) and [Instagram](#).

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### ***About the Lake County Fair Association***

*The Lake County Fair Association is a private, non-profit 501(C)(3) organization and has no affiliation with the Lake County government. Its mission is to educate the community on the future of agriculture, horticulture and mechanical arts. Revenues generated from the annual fair and year-long monthly events are invested back into the organization to cover expenses, and to continue building and maintaining the beautiful Lake County Fairgrounds. Coming up: Save the date for the 91<sup>st</sup> Annual Lake County Fair, July 24-28, 2019.*

**Editors, please note:** Photos available on request to the media contact above.