



[www.funatthefair.com](http://www.funatthefair.com)

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## **EISF invites Fair fans to *Name the Udderly Fantastic Cow***

*Participate in EISF contest on Facebook – meet Idaho’s newest celebrity!*

Blackfoot, ID (June 30, 2011) -- Bessie...Daisy...Bertha...Cowbella...What’s in a name? Everything, when it comes to the Eastern Idaho State Fair’s new mascot, a six-foot tall, three-dimensional dairy cow jumping out of billboards seen along major thoroughfares in Rigby, Idaho Falls and Blackfoot. The only problem: she needs a name! Fair enthusiasts can help.

The Eastern Idaho State Fair is inviting the public to take part in the *Name the Udderly Fantastic Cow* contest on its Facebook page. Found at [www.facebook.com/funatthefair](http://www.facebook.com/funatthefair), the contest is asking people to give a name to Eastern Idaho’s newest celebrity. Contestants have from now until July 8 to submit their name choices by **POSTING THEIR NAME ENTRY** on the Fair’s Facebook page **ALONG WITH THEIR FULL NAME AND EMAIL ADDRESS**. Then, from July 11-15, EISF Facebook fans and followers will be asked to vote on the top five names via a poll, also found on EISF’s Facebook page. Fair officials and staff will then collect all of the votes and the winner will be announced on Facebook. An email will be sent to the winner.

The winner of the *Name the Udderly Fantastic Cow* contest receives two season passes to the 2011 Eastern Idaho State Fair, as well as two tickets to a grandstand event their choice. In addition, the winner receives name recognition and bragging rights to the 2011 EISF mascot!

The Eastern Idaho State Fair returns to Blackfoot September 3-10, 2011. Complete schedules and 2011 Fair information can be found at [www.funatthefair.com](http://www.funatthefair.com) or by calling (208) 785-2480.

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*An annual tradition for 109 years, the Eastern Idaho State Fair is a favorite destination to over 200,000 visitors, creating fond memories and unforgettable experiences to all ages. This year’s theme, **It’s Udderly Fantastic**, is a celebration of Idaho’s agricultural heritage – a vital part of the Fair throughout its history. From entertainment to agricultural heritage, every aspect of the Eastern Idaho State Fair is fantastic!*