



For Immediate Release
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It's No Haiku, but it'll do! Latest State Fair Twitter Contest Focuses on Agriculture Awareness

In celebration of record-breaking sales during the annual Youth Livestock Auction of Champions last week, the State Fair of Texas® and Tom Thumb have teamed up to create a gift card give-away via the social networking site Twitter. Twitter followers of @StateFairOfTX will have the chance to win \$25 to \$50 gift certificates to area Tom Thumb grocery stores.

The rules are simple. Followers of @StateFairOfTX will be randomly prompted to snap a picture of them and their family or friends near an agriculturally related event on the fairgrounds. The first follower to @reply the photo to @StateFairOfTX will win the gift card to Tom Thumb. Example:

StateFairOfTX: *First tweeter to send me a pic of them drinking milk next to Borden's Elsie the Cow wins a \$25 Tom Thumb Gift Cert.*

ArgyleBoots: @StateFairOfTX <http://yfrog.com/3dzyhj>
Ha!

Tom Thumb Gift card contests are posted daily and require a camera or camera phone, Twitter account and a little imagination. All photo opportunities can be found throughout the fair's many agriculture and livestock exhibits. Followers must be on the fairgrounds to participate.



The State Fair provides an annual opportunity to showcase the state's livestock industry. Livestock shows attract approximately 3,500 4-H and FFA students from across Texas exhibiting more than 4,000 animals. Many of those animals are then auctioned off in the Youth Livestock Auction of Champions. A longtime sponsor of the program, Tom Thumb purchased four of five grand champions at the auction, totaling \$34,000. The 2009 edition of the sale grossed more than \$1 million. Portions of funds raised at the Youth Livestock Auction go to individual breeders with the majority going into the State Fair of Texas scholarship fund.

The Tom Thumb Twitter contest will run throughout the remainder of the State Fair of Texas. Check @StateFairOfTX via Twitter daily for your chance to win.

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