

DFW Family Expo Fact Sheet

OVERVIEW:

The DFW Family Expo is a celebration of the best products, services and entertainment for families. This true community event – benefitting **Children’s Medical Center** – offers unmatched face-to-face interaction between family product and service providers and thousands of moms, dads, expectant parents, grandparents and kids from a twelve-county area.

The third annual DFW Family Expo will be held from 10 a.m. to 5 p.m. on February 25, 2012, at Centennial Hall in Fair Park, Dallas, Texas. The Expo will include sections for Pregnancy & Infancy, Parties & Entertainment, Classes & Camps, Home & Family Resources, Green Living and a Marketplace. Over 8,000 attended the 2011 Expo.

Entertainment at the Expo is included with admission and features bounce houses, face painters, rock climbing wall, trackless train, clowns, performances by character appearances, a children's concert by Dano Parr, and more. Tickets are \$4/adult and \$3/child 2-12.

ATTENDANCE:

More than 9,000 are expected to attend the 2012 DFW Family Expo. The DFW Family Expo will welcome expectant families as well as families with children of all ages, although it is expected that most children will be between the ages of 0-12.

EXHIBITING:

Exhibitors include international children's gear manufacturers, national and local service, educational, and entertainment providers, and local retailers with products and/or services for families.

SHOW PRODUCER:

The DFW Family Expo is produced by Metroplex Baby & Kids (www.MetroplexBaby.com), Dallas-Ft. Worth's largest parenting resource, with a readership exceeding 25,000 local parents and a large viewership of its weekly CBS 11 TV segment.

2012 MEDIA CONTACT:

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