



## Press Release

For Immediate Release

July 8, 2024

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### **Santa Barbara County Fair - Introduces La Placita July 10-14, 2024 Let the Magic Begin**

The Santa Maria Fairpark is pleased to introduce La Placita, the New and Exciting Attraction at the Santa Barbara County Fair. This is a great place to hanging out with your friends and family. This dynamic and colorful area is an experience of food, beverages, shopping, entertainment and fun with lots of seating. Fairgoers will find a best combination of our community's historic traditions and the vibe of today in La Placita.

The La Placita Stage features amazing free entertainment! The Outlaw Mariachi will take the stage on July 10 and 11 at 4:30PM and 6:00PM; and The Mariachi Divas will celebrate their 25th Anniversary with us on [July 12, 13 and 14](#) at 4:30PM and 6:00PM.

There will be a fun Eating Contest with a Hispanic flare held at the front of the La Placita Stage. The Hispanic food food of the day to be announced daily!

Don't miss the Great Pinata Drop at 6:45 PM each Day at the La Placita Stage where there will be big prizes and lots of fun.

Party each and every night from 7:00 pm to Close! The La Placita stage features a live DJ playing the hottest music in both Spanish and English! You can dance and hang out and have plenty of great food and drink choices. Everyday is a Fiesta!

The Santa Barbara County Fair opens July 10 and runs through Sunday, July 14, 2024 in Santa Maria. We can't wait to see you all for the 5 Best Days of Summer!

Let the Magic Begin.



Hours:  
Wednesday & Thursday  
Gates open 3:00 pm - 10:00  
pm  
Friday, Saturday & Sunday  
Gates open 12 noon - 10:00  
pm



# LA PLACITA

<b>Wed. &amp; Thurs.</b>	<b>Fri.-Sun.</b>
4:30pm - Outlaw Mariachi	4:30pm - Mariachi Divas
5:15pm - Eating Contest	5:15pm - Eating Contest
6:00pm - Outlaw Mariachi	6:00pm - Mariachi Divas
6:45pm - Pinata Drop	6:45pm - Pinata Drop
7pm - DJ night party	7pm - DJ night party

## SCHEDULE

*\*carnival may stay open later*

**Wednesday - "5 before 5"**

\$5 Admission for ALL tickets purchased at gates good until 5 pm

**Thursday - Seniors "5 before 5"**

\$5 Admission for Senior (62+) tickets purchased at gates good until 5 pm

**Friday - Youth Free Admission All Day**

FREE Admission for Youth (6-11) GOOD ALL DAY ...Kids (5 & under) FREE EVERYDAY

**Saturday - Military & Law Enforcement Free All Day**

(must show valid ID) GOOD ALL DAY  
\*Please note: free admission is for member only not for family.

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For Ticket information  
Contact the Santa Maria Fairpark Ticket Box Office.  
805-925-8824 ext: 111





[Santa Maria Fairpark](#)



Santa Maria Fair Park | 937 South Thornburg Street | Santa Maria, CA 93458 US

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