



For Immediate Release

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2024 Sacramento County Fair Highlights

The Sacramento County Fair 2024 was a roaring success! With thrilling carnival rides, dazzling performances from local talent, free concerts, impressive livestock competitions, and a myriad of grandstand events, it provided unforgettable entertainment for thousands of families.

Held Memorial Day weekend from May 23rd - 27th at Cal Expo, this year's event attracted record-breaking crowds and showcased the best of local agriculture, entertainment, and community spirit.

This year, an impressive 72,000 visitors from all over the region flocked to the fairgrounds to enjoy the best of Sacramento. Additionally, 3,300 students attended our school tours program with their classmates.

The Junior Livestock Auction was a standout event, with sales exceeding \$1,675,800 and participation from 653 different buyers. This remarkable achievement underscores the fair's role in supporting local agriculture and the hard work of our youth.

As we celebrate the success of the 2024 Sacramento Country Fair, we extend our heartfelt thanks to all attendees, participants, sponsors, and volunteers who made this event possible. We can't wait for what the 2025 Sacramento County fair will hold with promises of even more exciting attractions and community-focused activities.

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About the Sacramento Fair:

Over 70,000 guests will enjoy the Sacramento County Fair Memorial Day Weekend, May 23-27, 2024, at Cal Expo. School children will enjoy educational school tours, and 5,000 local Sacramento residents will compete for awards in the livestock and competitive exhibit programs. This year's fair theme is "Shake, Cattle, & Roll."

About Rareview:

Agencies are a dime a dozen. The great ones are rare.™ Rareview is an award-winning agency that's built different—modeled as a consultancy with mind-blowing talent and a commitment to white-glove service at all levels. We partner with clients to make their companies grow.

For more information, please visit www.sacfair.com.

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