

**Kern County Fair and Event Center**  
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# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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## **2024 Kern County Fair Wraps Up Another Magical Year With Over 330,000 Guests**

**Bakersfield, California** – The 2024 Kern County Fair has officially concluded, marking another memorable year of entertainment, family fun, and community engagement. This year's fair, which ran from September 18 to 29, welcomed over 330,000 visitors, showcasing the continued appeal and tradition of this beloved event. Although attendance saw a modest 5% decrease from 2023, the fair was a tremendous success, delivering unforgettable experiences for all who attended.

This year's theme, "Discover the Magic," lived up to its name, with new attractions, crowd favorites, and exciting performances that captivated attendees of all ages. The fairgrounds were abuzz with live entertainment, including thrilling performances at the La Villa Festiva Stage, three sold-out Rodeos, and show-stopping concerts at the Budweiser Pavilion, which drew massive crowds.

The fair also saw an increase in both competitive exhibits and livestock entries, highlighting the strong participation and pride from the local community. The Junior Livestock Auction was a standout success, raising an impressive \$1.5 million, further supporting the agricultural education and future of Kern County's youth.

### **Community Impact Highlights:**

- **Feed the Need:** The annual canned food drive collected over 25,000 pounds of cans, ensuring critical support for local food banks.
- **KC's Reading Round Up:** Over 26,000 children earned free admission by reading 200+ minutes, fostering a love for literacy while encouraging educational growth.

- **Pint for Pass Promotion:** In partnership with Houchin Community Blood Bank, 8,000 tickets were donated as part of the annual Pint for Pass promotion, helping boost local blood donations.
- **Employment Opportunities:** The fair hired over 500 temporary employees, providing crucial seasonal jobs that support the local workforce.
- **Senior Day:** Hosted by Dignity Health, Senior Day brought joy and entertainment to thousands of attendees, celebrating Kern County's senior community.
- **Cultural Celebrations:** Gospel Day and the various free concerts throughout the fair allowed guests to celebrate the diverse cultural spirit of the county.

The Kern County Fair remains a vital part of the Bakersfield community, continuing to offer a platform for local artists, agricultural displays, and family entertainment.

“We are incredibly grateful to our sponsors, vendors, volunteers, and, most importantly, the people of Kern County who make this fair special year after year,” said Michael Olcott, CEO of the Kern County Fair. “While we saw a slight dip in attendance this year, the energy and excitement of everyone who attended were stronger than ever. We look forward to seeing even more magic in 2025.”

As the fair closes its gates for 2024, planning is already underway to bring even more innovation and tradition to next year's event. Stay tuned for updates as we continue to build upon the magic and legacy of the Kern County Fair.

For more information, visit [www.kerncountyfair.com](http://www.kerncountyfair.com) or follow us on social media.

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