



FOR IMMEDIATE RELEASE

April 19, 2019

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**75 Years of Fun at the Salinas Valley Fair Has Brought Thousands of Corn Dogs, a Million Rides,
and more than 1,250,000 Attendees**

Salinas Valley Fair celebrates milestone anniversary with "Farm to Fable" theme

KING CITY, CA – Since 1941, the Salinas Valley Fair has brought tens of millions of dollars in through the Junior Livestock Auction, a plethora of Fair food, wide array of carnival rides and smiles to young and old. This year's Salinas Valley Fair will run from May 16-19, 2019.

The public and media are invited to the opening of the 75th Fair on May 16 at 10:45 AM. There will be a short ceremony and a special anniversary-themed cake served near the fair's Main Gate.

This year the Fair will be marking this milestone with its theme "Farm to Fable." This theme showcases the agricultural foundation of the Fair and brings in the stories of generations of Salinas Valley residents who have participated in, supported and enjoyed the Fair over the past seven-plus decades. The visual direction is a modern and on-trend rendition of classic storybook illustration, bringing in animals, verdant fields and beautiful landscape, all of which define the Fair's environs.

Attendees can expect their Fair food favorites, like corndogs, cotton candy and cinnamon rolls, and also buy their children unlimited ride wristbands to enjoy the Zipper, Tilt-a-Whirl and bumper cars as many times as they want, while the adults relax with a cold beer or margarita with their BBQ tri-tip or shrimp tacos. This year there will also be a Pyrospectacular Fireworks Show on Thursday, May 16th in celebration of the 75th fair.

"The Fair is a longstanding tradition in the Salinas Valley community," said SVF Board Chair Steven Handley. "We are committed to connecting people by honoring and preserving our valley's roots and rich legacy." Steven adds that the Fair continues to grow year after year, and the goal is to always involve the community and provide activities for all ages in a safe, fun environment.

For more information visit <http://www.salinasvalleyfair.com> or call the Fair office at (831) 385-3243.

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About Salinas Valley Fair

Celebrating the 75th Fair in 2019 (with a four-year hiatus during WWII), the Salinas Valley Fair was started in 1941 to provide a venue for showcasing the agriculture in the area and give youth an opportunity to show and auction animals through 4-H and FFA. It has grown to be one of the largest Junior Livestock Auctions in the

state and attracts young people from throughout Monterey, Santa Cruz, Santa Clara, San Luis Obispo and San Benito Counties. The Fair is designed to be a safe, accessible venue for education, community engagement, and fun in a wholesome, family-friendly environment. It offers opportunities for people to gather through entertainment, interactive educational activities, agricultural competition and recognition programs, food and drink, and cultural events.

For more information: www.salinasvalleyfair.com.