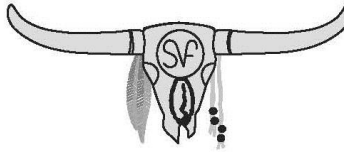


SALINAS VALLEY FAIR



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FOR IMMEDIATE RELEASE

ANOTHER IMPRESSIVE SALINAS VALLEY FAIR AND JUNIOR LIVESTOCK AUCTION

KING CITY, CA – The 74th Annual Salinas Valley Fair was packed with entertainment, livestock, youth exhibits and displays of the Salinas Valley’s rich agricultural heritage and abundance. The fair, which ran May 17-20, saw 39,616 attendees along with a record breaking junior livestock auction which grossed over 2.2 million dollars for 4-H and FFA members from Santa Cruz, San Benito, San Luis Obispo, Santa Clara and Monterey Counties.

The Salinas Valley again came out to support the youth of the community. “Our fair’s legacy is linked to our 4-H and FFA traditions and the agriculture education programs that are delivered at the Salinas Valley Fair”, said TJ Plew, Salinas Valley Fair CEO. “Our volunteers, auction buyers and sponsors, Fair Board Members and employees all rally around the auction to ensure the kids in the Salinas Valley know that we support them”.

The Salinas Valley Fair Heritage Foundation’s livestock animal was, raised by Alex Burgess of Salinas, was sold for an impressive \$419/lb. The Salinas Valley Fair Heritage Foundation will use the proceeds from the sale for improvements at the fairgrounds.

Local winners at the Market Livestock Show include Sierra Short, Grand Champion Market Hog, Chular 4-H, Jack Lindley, Reserve Grand Champion Market Hog, Chular 4-H, Tessa Rava, Reserve Grand Champion Replacement Heifer, King City Rural 4-H, Adele Orradre, Reserve Grand Champion Market Steer, King City Rural 4-H, Jahiaira Diaz, FFA Champion Poultry Meat Pen, Greenfield FFA an Alyssa Ramey, FFA Reserve Champion Poultry Meat Pen, Greenfield FFA.

There was something for everyone during the fair’s four day run. The fair’s daily feature entertainment, the Sea Lion Splash, educated and delighted audiences with a message on the importance of keeping our ocean’s and storm drains clean. “When we can educate and entertain, that’s magic”, said CEO Plew.

On Thursday, the arena hosted “The Farmer 500” produced by Pacific Ag Rentals and featuring amateur drivers from all over the valley, while the amateur talent contest wowed audiences in the Steinbeck Stage and in the Orradre Building, Award Winning Wines from the Monterey International Wine Competition were sampled during the Grand Tasting at the fair’s opening night event.

Truck pulls returned to the fair on Friday night and visitors also packed into popular annual events like Mutton Bustin, Bullriding and Jaripeo in the arena while Wrestling and hypnotists on the Steinbeck Stage entertained, as well as, live music from popular bands in the Longbranch Saloon.

Planning for the 75th Salinas Valley Fair scheduled for May 16-19, 2019 in King City is already underway! Fair competition results and more information contact the Salinas Valley Fair at 831-385-3243, go to the website www.SalinasValleyFair.com or stop by the fair office at 625 Division Street, King City, CA 93930.

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