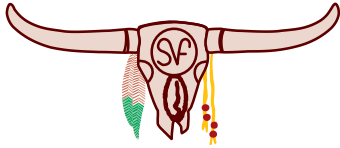


SALINAS VALLEY FAIR



625 Division Street
King City, California 93930

Phone: 831.385.3243
Fax: 831.385.3345

salinasvalleyfair.com

JUNE 18, 2018
FOR IMMEDIATE RELEASE
CONTACT: TJ PLEW
EMAIL: SVF@SALINASVALLEYFAIR.COM

KRKC Receives Salinas Valley Fair Blue Ribbon Award

Local Radio Station Recognized For Support of Junior Livestock Auction and Salinas Valley Fair

King City, CA – Local radio station owner Bill Gittler and radio station KRKC were recently named the 2018 Blue Ribbon Award recipients by the Salinas Valley Fair Board of Directors. The award was created by the Fair's industry association, the Western Fairs Association (WFA), to recognize dedicated individuals, businesses, donors and sponsors who support their local Fair and continuously contribute to the quality of the Fair. KRKC was recognized for their key roles in promoting the Salinas Valley Fair and the fair's Junior Livestock Auction at the annual Appreciation Dinner held Thursday, June 14th at the Orradre Building in King City.

Salinas Valley Fair CEO, TJ Plew, first recognized KRKC for their live broadcasting of the Junior Livestock Auction since 1983. "For 36 years radios in the Salinas Valley Fair have been turned to KRKC for the latest action in the Marcel Layous Auction Ring on the third Saturday in May. For most of those years, Bill Gittler was the voice of the auction while long-time KRKC employee Michael Davis made it all run smoothly in the control room at the KRKC Studios on San Antonio Drive," Plew explained. "This level of support from a radio station to a County Fair is real special. And, it is important to recognize Bill, Michael and the rest of the team for their tenure and continued commitment to our event".

This year's winner received a special plaque and their name will be placed on a perpetual award that resides in the Salinas Valley Fair Administration Office.

Join KRKC and 38,000 Salinas Valley Fair fans at the 75th Annual Salinas Valley Fair, May 16-19, 2018 in King City. For more information about the annual fair visit www.SalinasValleyFair.com or www.Facebook.com/svfair.

###

MISSION STATEMENT

To showcase the annual fair, promote the talent and education of our youth, and provide a year-round setting for community services.