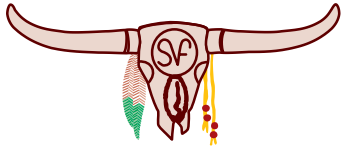


# SALINAS VALLEY FAIR



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FOR IMMEDIATE RELEASE

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## RICHEST RACE IN THE WEST RETURNS TO FAIRGROUNDS IN KING CITY

King City, CA – Labor Day weekend is coming and so are nearly 600 barrel racers from across the Western States who will be making their way to King City, CA for the 2018 West Coast Barrel Racing Association (WCBRA) Finals presented by Nutrena Feeds. These contestants have competed all year for the qualification and opportunity to compete at the coveted WCBRA Finals held over Labor Day weekend.

With more than \$160,000 added cash in the purse alone, payouts are expected to surpass \$300,000 within the three days of competition. More than \$50,000 in awards will top all that added cash, including 5 beautiful custom Cactus Saddles, 4 ATVs, dozens of custom Yeti coolers & drinkware, countless Montana Silversmith trophy buckles and so much more. The event is held at the beautiful Salinas Valley Fairgrounds September 1st, 2nd and 3rd beginning at 7:00 am daily. In addition to the racing other entertainment includes a Producer Appreciation Banquet, a Juniors race, an amateur Pendleton Whisky Men's Barrel Race, Year End Banquet and several Paint parties.

As the 2018 Finals are ramping up, all indicators are pointing to another record year for the association. Looking back over this past season alone, the WCBRA was represented in 60 different cities between California, Arizona, and Nevada with the help of 50 individual producers hosting over 450 prime sanctioned events.

The 2017 WCBRA Finals was ranked the 2nd "Top Divisional Finals" in the World in addition to the 11th "Top Barrel Racing Event" in the World. This recognition includes all major rodeos and jackpots in the Barrel Racing Industry. Association producers point to the number of entries, added money, and total payout as to why the WCBRA has placed amongst the ranks of many historical and prestigious events.

The WCBRA remains extremely humbled by what is taking place on the West Coast and the excitement centered around the barrel racing industry in this region. The West Coast Barrel Racing Association is striving to provide a fun, fair and affordable place for all levels of racers to feel welcomed.

Spectators are welcome and there is no admission charge. Members of the public interested in attending should park at nearby City Park or on Division Street. Enter through the San Lorenzo gate to access the Rava Equestrian Arena. The Salinas Valley Fair parking lot at Division Street will be closed to traffic beginning Wednesday, August 29<sup>th</sup> through Monday, September 3<sup>rd</sup>. Access to the fairgrounds through San Lorenzo Street will be closed to event participants only beginning Wednesday, August 29<sup>th</sup>. The softball field at City Park will also be closed to the public beginning Thursday, August 30<sup>th</sup> – Monday, September 3<sup>rd</sup> for WCBRA event parking.

Come see what all the excitement is about Labor Day weekend in King City. For more information and event schedule visit the official race website [westcoastbarrelracing.com](http://westcoastbarrelracing.com)

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### MISSION STATEMENT

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