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KingCityFallCarnival.com

FOR IMMEDIATE RELEASE

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Fall Carnival Returns To King City September 20-23

Fun Family event to raise funds for King City schools and charities

King City, CA - Come to the Fall Carnival at the fairgrounds in King City, September 20 -23, to celebrate the harvest and fall season with affordable family fun all while helping to raise funds for King City K-8 schools, the Salinas Valley Fair and other non-profit organizations.

This year's event will feature carnival rides, games and food from Midway of Fun. In addition to the carnival rides, guests at the event can check-out the Hay Maze, watch blacksmith demonstrations, purchase pumpkins from a local 4-H Club, create at the "Makers Space", explore farm themed play areas and shop from the local vendors, all in response to feedback provided by last year's attendees".

"This is our second year hosting a carnival, in the fall, at the Salinas Valley Fairgrounds," said TJ Plew, CEO of the Salinas Valley Fair. "This year we added music, hands-on activities for kids and opportunities for non-profits to fundraise, all in an effort to create a community festival atmosphere."

New, this year, Midway of Fun and the Salinas Valley Fair are donating proceeds of ride coupons sold at participating schools to the school's Parent Teacher Organization. The coupons are available for \$20 in advance at King City Arts Magnet, Santa Lucia Elementary School, Del Rey Elementary School and Chalone Peaks Middle School. A limited number of coupons are available at school sites. When they're sold out, additional tickets will be sold at the Salinas Valley Fair Office, through September 19th for the discounted price of \$20. All day ride passes will be sold at the carnival for \$30.

To Kick-Off the Fall Carnival, the King City Chamber of Commerce and Agriculture will host a Community Resource Fair and Wine Tasting in the Orradre Building on Thursday, September 20th. Friday night features the judging of the decorated Hay Bale Contest with DJ Moises in the Entertainment Pavilion with lively tunes for the entire family. Saturday enjoy old-fashioned contests throughout the day and musical performances from the Tommy Moon Band and The Counters. Sunday wraps up the fall carnival with a Flea Market and more music from local groups in the Pavilion.

When you're at the event, plan on supporting local charities with the purchase of food or drink from one of the participating non-profit organizations. King City Knights of Columbus will be selling a Swiss sausage meal, King City Lions Club will have a chicken BBQ and the Salinas Valley Fair Heritage Foundation is serving their famous margaritas and cheladas for those twenty one and older. All proceeds from the sales of these booths will benefit the local non-profits.

The Fall Carnival opens, Thursday, September 20th through Friday, September 23rd. Admission the event is free. Parking is free Thursday – Friday and \$5 Saturday – Sunday. Volunteers and vendors are still needed to ensure the success of the event. Call 831-385-3243 or email svf@salinasvalleyfair.com to volunteer or request vendor information. Event schedule, vendor list and other details are at www.KingCityFallCarnival.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.