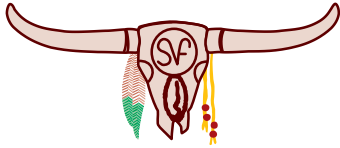


SALINAS VALLEY FAIR



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FOR IMMEDIATE RELEASE

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SALINAS VALLEY FAIR 'KICK'S-OFF' FAIR SEASON IN SOUTH COUNTY

KING CITY – Over 500 supporters of the Salinas Valley Fair attended the annual Fair Kick-Off dinner, dance and auction fundraiser in King City, Saturday, April 28th. Those in attendance helped raise funds for both the non-profit Salinas Valley Fair and the non-profit Salinas Valley Fair Heritage Foundation.

Guests were treated to a surprise performance by dancers from the Monterey County Dance Theatre under the direction of Janette Harkness followed by a hearty steak dinner prepared by the King City Young Farmers - a local service club and longtime supporter of the Salinas Valley Fair and youth charities. All throughout the evening the Knights of Columbus, another charitable organization, helped keep the drinks flowing as they served up cocktails for the party.

A big part of the fundraising effort for the evening was the live and silent auctions. "We had an awesome list of silent and live auction items," said Frank Lopez, Salinas Valley Fair board member and auction chairman, "our community and friends really went the extra mile to provide amazing items for this event." With several dozen live auction items and 178 for the silent auction there was a wide variety to entice just about everyone. Trips, dinners, sporting event tickets, fresh produce, unique crafts, jewelry, services and so much more!

The kick-off live auction, which is part of the night's entertainment, was expertly handled by Mark Wright of Hollister with Fair Board Directors, Frank Lopez, Cody Bassetti and Mike McLane. Ringmen helping to spot buyers were Sheriff Steve Bernal, King City Chief of Police Bob Masterson and retired Fair Manager, Paul Slocum. Total live auction proceeds for the event topped \$100,000.

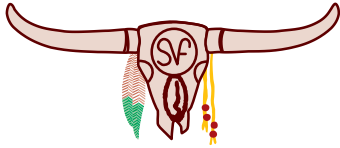
"The Fair Kick-Off not only signals the start of the fair season but raises capital necessary to support agricultural youth programming at the fair and deferred maintenance projects on the fairgrounds", said Steven Handley, Fair Board President. Handley explained that the board approved recommendations from the Buildings and Grounds Committee for electrical service improvements, replacement of a submersible pump that broke in the winter and painting projects. He said that 4-H and FFA members will also notice upgrades to the fair's paging system at the Topo and Rava Barns and the new goat scale which will partially be paid for by proceeds from the night's fundraising efforts.

The event also serves as an opportunity to recognize persons who have contributed to the success of the annual fair. Salinas Valley Fair Junior Livestock Auction Director, Cody Bassetti, had the task of surprising Mission Ranches with the Fair's Junior Livestock Auction Cover honor. The Directors of the fair elected to dedicate the cover for the contributions they have made supporting the annual fair and the Salinas Valley Fair Heritage Foundation.

MISSION STATEMENT

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

SALINAS VALLEY FAIR



After dinner was served and the auctions closed, guests were treated to a live performance by the band Gotcha Covered. The high-energy band, played until 1 AM without a single break! The dance floor was packed as they performed music from their vast play list of pop, country, R&B and classic rock.

The 74th Annual Salinas Valley Fair will run May 17-20, 2018 at the fairgrounds in King City. The family friendly event attracts over 38,000 guests and 900 livestock exhibitors from 5 counties. For information on tickets and event schedule contact the Salinas Valley Fair (831) 385-3243 or www.SalinasValleyFair.com.

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