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KING CITY, CA – Just over 32,000 people came out to celebrate the 75th Salinas Valley Fair, May 16-19, in King City, despite the unseasonably cool weather and scattered rain showers throughout the weekend.

Saturday was the day most affected by the rains. “Saturday is our biggest day for food, carnival and admission revenue”, said CEO Plew. “Saturday attendance was down 45% which will affect the fair’s bottom line for the year”. Despite the rain, the fair remained open with bull riding in the arena and a concert on the Steinbeck Stage. “Our event is rain or shine so we made sure we stayed open. We gave away over 200 rain ponchos to guests that chose to stay through the rain”.

There was something for everyone during the fair’s four day run. “The Farmer 500” featured amateur drivers from all over the valley and was won by Josh Roberts earning him the title of “Fastest Farmer in the Salinas Valley”, while the amateur talent contest wowed audiences at the Steinbeck Stage and paid out \$3200 in prize money. Truck pulls returned to the fair on Friday night and kept the audience entertained well into the evening as 48 trucks vied for the title of “baddest” 4x4 vehicle of the Salinas Valley.

New at the fair were two educational based entertainment venues. The Wild Science exhibit, a 14,000 square foot STEM Zone, featured dozens of play stations and daily science magic shows. Another educational area, the 1,200 square foot “Barnyard Adventures”, was an agricultural education entertainment zone sponsored by the Monterey Agricultural Commissioner’s Office and popular with visitors to the fair.

Once again, the area’s agricultural and business community was on hand to support 4-H and FFA members at the Junior Livestock Auction that grossed an impressive 2.3 million dollars. This year’s auction supported youth from five counties and raised funds for local causes.

Notable sales at the auction include the sale of two market steers raised by Brooke and Maddison Mullins of Chualar 4H. Each of the 1200 pound steers sold for \$26/lb with the Mullins sisters donating proceeds to the fund to “Save JT” who was born with Triosephosphate Isomerase Deficiency (TPI). Buyers also showed support for Paul Padilla off King City FFA. Paul’s market goat sold for \$100/lb with proceeds of the sale going towards the King City High School life skills class. Finally, several buyers helped to raise \$108,000 for the Heritage Foundation with the sale of Ivan Trujillo’s 78 pound market goat for a record \$1,384.62/lb .

Local winners at the Market Livestock Show include first year 4-H member Jazmin Loa of King City Blue Ribbon 4-H winning the Grand Champion Market Hog and Jack Lindley off Chualar 4-H repeating as the winner of the Reserve Grand Champion Market Hog. Tessa Rava of King City Rural 4-H won Grand Champion Replacement Heifer while local woman, Rachel Wilkins of Lockwood 4-H raised the 4-H Champion Rabbit Meat Pen.

Planning for the 76th Salinas Valley Fair scheduled for May 14-17, 2020 in King City is already underway! 2019 Competition results are available, as well as, resources for participating in the 2020 Salinas Valley Fair on the fair's website, www.SalinasValleyFair.com.

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About Salinas Valley Fair

The Salinas Valley Fair was started in 1941 to provide a venue for showcasing the agriculture in the area and give youth an opportunity to exhibit, show and auction animals through 4-H and FFA. It has grown to be one of the largest Junior Livestock Auctions and attracts young people from throughout Monterey, Santa Cruz, Santa Clara, San Luis Obispo and San Benito Counties. The Fair is designed to be a safe, accessible venue for education, community engagement, and fun in a wholesome, family-friendly environment. It offers opportunities for people to gather through entertainment, interactive educational activities, agricultural competition and recognition programs, food and drink, and cultural events. For more information: www.SalinasValleyFair.com.