



News Release

For Immediate Release

May 11, 2022

Contact: Rebecca Barks (805) 925-8824 ext.108 pr@santamariafairpark.com

A “Sweet” return of The Santa Maria Valley Strawberry Festival

SANTA MARIA – For three fun-filled days, attendees “Cruized” over to the Santa Maria Fairpark which held the Santa Maria Valley Strawberry Festival which was filled with rides, food, attractions, live entertainment and of course all things strawberries.

While official numbers are not yet in Friday, our Seniors’ Day, did show a slight increase from previous years. With the weekends sunny weather, Saturday drew a 25% increase in attendance and Sunday’s Fiesta Day had lines at all entrances most of the day into the evening. We are excited to report a 50% increase in festival attendance on Sunday in comparison to the 2019 attendance numbers.

Although, things may have looked different since the last in-person festival in 2019, the event still offered those traditional items that the community looks forward to at the Strawberry Festival. From the daily strawberry tasting and strawberry eating contests to the stage entertainment and variety of strawberry food items to purchase, there was something for everyone.

Early reports indicate that the warm weather helped play a factor in our beverage sales, which saw an increase as well as many vendors were pleased with their overall sales from the weekend and look forward to coming back for The Santa Barbara County Fair.

“The Fairpark team is overjoyed with the positive attendance from the community. We are thankful for the many hands that helped to put on this event and our generous sponsors. We are happy our doors are open again and are looking forward to many more events in 2022,” explained new CEO Caitlin Miller.

CEO, Caitlin Miller – Board of Directors: Cheryl McGray, Kevin Merrill, Brenda Estrada, Dottie Lyons, & Randy Jones

The Santa Maria Fairpark is gearing up for its next big event: The Santa Barbara County Fair which runs July 13-17. This year's fair theme is "A Salute to Agriculture" and pre-sale tickets will be available for purchase online @ santamariafairpark.com or at select pre-sale outlets from June 10th – July 10th.

For information contact the Fairpark office at 805.925.8824 or visit our website @ www.santamariafairpark.com.