



**News Release**

For Immediate Release

February 24, 2023

Caitlin Miller, CEO

pr@santamariafairpark.com

(805) 925-8824

**Santa Maria Valley Strawberry Festival April 28 – 30, 2023**

**SANTA MARIA** – Plans for the Santa Maria Valley Strawberry Festival are underway, and WE WANT YOU!!!

If you are a vendor, a performer, or an artist then be sure to mark your calendars!

The Santa Maria Valley Strawberry Festival is a celebration of our county's number one commodity. Attendees can expect the traditional favorites including carnival rides, strawberry tasting, and the children's coloring contest. The festival is a reflection of our community. We are welcoming all businesses, big and small, to share their goods and services with an audience of tens of thousands of shoppers. The Center Stage is your opportunity to shine like a star. Performances are scheduled from noon until 10 PM daily. If you sing, dance, juggle, or can make a rabbit appear out of a hat be sure to fill out a performance application!

A new addition to this year's Strawberry Festival is a Chalk Festival! The Fairpark is looking for artists to share their talents with festival attendees. An area in front of the convention center will be transformed into a gallery of strawberry themed masterpieces. We know the little ones will be inspired and want to get in on the fun too, a children's chalk area will be available near the artists and is included with Festival admission. Applications are open and available on the Santa Maria Fairpark website for vendor booth spaces, performance applications, and new this year, a chalk art display (strawberry themed of course.)

We are also proud to announce that we are carrying on the “Strawberry Cruizin” theme with an expanded Classic Car Show! The car show will showcase classic cars from 1930’s – 1970’s and there is sure to be some “sweet rides” on display for all to check out!

The Strawberry Festival is not the only event the Santa Maria Fairpark is gearing up for, the team is in full force planning the 130<sup>th</sup> Santa Barbara County where “Adventure Awaits.” The Santa Barbara County Fair will be held July 12 – 16, 2023. You won’t need to look far for fun this summer because “Adventure Awaits” is this year’s fair theme and attendees will find plenty of adventures all over the Fairpark. The Fairpark is excited to host these events and invites the community to come out and get involved.

For more information go to our website at <http://www.santamariafairpark.com>