



For Immediate Release

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Santa Maria Fairpark Gets a New Look

Santa Maria, CA - The Santa Maria Fairpark, the Santa Maria Valley Strawberry Festival, and the Santa Barbara County Fair have new logos. The new Santa Maria Fairpark logo highlights the flags that the community has grown to love during the event season and includes Events, Fairs, and Festivals as a focal point. For the events, the Santa Maria Valley Strawberry Festival logo has a fresh take on the district's top commodity; and the Santa Barbara County Fair logo was designed with sunset colors, carnival rides and a livestock barn symbolizing our summer nights at the Fair.

Caitlin Miller, CEO of the Santa Maria Fairpark said, "We wanted to design fresh new logos that represent the entire 37th District Agricultural Association while highlighting that we hold Events, Fairs, and Festivals!"

The Santa Maria Fairpark is operated by the 37th District Agricultural Association and located in the heart of the City of Santa Maria. The 37th District Agricultural Association encompasses the majority of Santa Barbara County and a portion of Southern San Luis Obispo County.

The Santa Maria Fairpark is home to the two largest events in our area: the Santa Maria Valley Strawberry Festival and the Santa Barbara County Fair. These two entertainment-filled events provide our community with a combined 8 days of family fun annually!

The other 357 days of the year, our facility serves as this community's largest full-service event center. The Santa Maria Fairpark boasts thirty-three acres and contains a large arena, convention center, two large buildings with kitchens, six barns, one horse stable, ample event parking on the grounds, and RV camping with hook-ups.

Year round, the Santa Maria Fairpark strives to provide the community with opportunities for education, recreation, and entertainment. The Santa Maria Fairpark is perfect for hosting large and small events and has hosted trade shows, conventions, car shows, dances, concerts, company parties, livestock auctions, livestock shows, equestrian shows, wedding receptions and birthday celebrations.

This brand refresh is just the first phase in freshening up the grounds and events. The Santa Maria Valley Strawberry Festival will be enhanced by adding more strawberry themed foods, products, and new entertainment. The Santa Barbara County Fair will soon be unveiling a fresh innovative layout of the grounds including new and revised attractions.

