



April, 2017

Dear Media Representative,

It's the tastiest time of year! Get ready for a "Jammin' Good Time" because we can't wait to celebrate the county's favorite crop at the Santa Maria Valley Strawberry Festival. This year's Festival takes place April 28-30, and we'd like to invite you to come out and explore the many stories to tell about this wonderful berry.

Consider this: California produces 90 percent of the nation's strawberries and a large portion of those strawberries come from the Santa Maria Valley. Come out and hear from the growers themselves about what they do that makes this valley's strawberries so special. And, Santa Barbara County residents love to celebrate the berry in all its forms: covered in chocolate, spooned over cheesecake, or countless other ways. In the past three years the Festival's attendance numbers have climbed from 57,716 in 2014 to 70,490 in 2016. In this media kit we've highlighted new attractions, as well as some returning favorites. As always, we've tried to incorporate attractions and exhibits that will entertain children while educating the public about agriculture in the area. We'd also be happy to work with you on developing additional ideas for your advance coverage needs as well as during the event itself.

Below are guidelines to ensure we can accommodate your media needs throughout the festival.

- We have a limited number of Press Passes (badges) and they are for working media personnel only. Please contact us if you need a Press Pass.
- If you are planning to do any live coverage from the festival and need to bring cameras or vehicles onto the grounds please make arrangements in advance before arriving.
- If you have arranged for a booth(s) space, please keep in mind that all vehicles need to be off the grounds or parked in designated areas by 10:00 a.m. each day. Please note that no vehicles will be admitted onto the grounds after 9:30 a.m.
- Our Public Relations Office is located in the Administrative Building, if you need assistance during your coverage. I can be reached at (805) 925-8824. We appreciate your support and look forward to working with you during the 2017 Santa Maria Valley Strawberry Festival.

Cone



SUN CENTER STAGE

- Robotics Competition
- Steppin' Out
- Culturas Dance
- Destined Dance
- Pacific Legends Polynesian Dance

MEET THE TOP STILT CHARACTERS

They'll make you laugh and keep you in awe with 8 feet of towering fun! When Quest's Over The Top 8-Foot Stilt Characters deliver big-time comic relief combined with some cowgirl talents. Watch her perform acrobatic trapeze and whip-cracking, as she roams the fairgrounds showing off her amazing talents.



STREET DRUM CORP

Their rhythmic beats will pull you in with the very first tap. They are wild, raw, and enormously engaging. The Street Drum Corp is world-renowned for its high-energy shows, it's crazy choreographed routines, and the ability of its individual members to interact with audiences. You won't be able to resist catching one of their passionate percussive demonstrations.



BC CHARACTERS

Gigantic in personality, enormously silly, and totally irresistible, there's no missing the BC Characters! They will dance, bounce, roll around—anything to make you giggle. Beware, they may even sneak into your selfies—these characters love to take photos! Find these friendly, fluffy figures bounding around the fairgrounds during the festival!



OLIVER LIVESTOCK CAMEL RIDES

When was the last time you did something really wild? Took a walk on the edge—or a ride on the back of a camel? Well here is your opportunity! Jump in the saddle of one of these exotic animals and let your mind get swept away to a foreign land.



STRAWBERRY DESSERT EATING CONTESTS

If you've ever wanted to literally stuff your face with pie, here's a good reason to do so! Dessert eating contests will be held each day of the festival, and they have long been a favorite activity for all ages. Whether it's pie, funnel cake, or shortcake, you can be sure that the dessert of the day will feature lots of plump, sweet strawberries. Go ahead, put your best face forward and dig right in!



WILDLIFE EXPERIENCE ANIMAL STAGE SHOW

Seeing wild animals in their natural habitat is truly an educational experience, but seeing them up close and personal takes education to another level. Witness the strength, power, and remarkable beauty of animals during the Wildlife Experience Stage Show. With the help of our trainers these animals will crawl, fly, and give you an impressive glimpse into their world.

STRAWBERRY ART CONTEST

Strawberry as art? Why not? They are bright and colorful, and make people happy. Hundreds of North County students participate in the annual Strawberry Art Contest providing their own interpretation of the beautiful berry to compete for prizes. Be sure to check out the gallery of entries to enjoy the breadth of talent possessed by local students.



HONDA & TOYOTA Strawberry Pavilion Activities

STRAWBERRY TASTING

Presented by California Women for Ag Daily at 12:00pm - 4:00pm
If you think a strawberry is just a strawberry, then come on over to the Honda & Toyota Strawberry Pavilion and discover the special qualities that can exist from berry to berry. There are hundreds of varieties of strawberries and the California Women for Ag will have several types available for festival attendees to compare. From flavorfully sweet, to just a tinge of tart, you'll experience a range of tastes that'll delight your taste buds.



EVERYTHING THAT MATTERS IN THE KITCHEN COOKING SHOW

Presented by CoastHills Daily at 12:30, 2:30 and 6:30pm
Mixing, tossing, laughing—when it comes to playing with food nobody has more fun in the kitchen than Dianne Linderman. The nationally-syndicated radio talk show host cooks up creative and tasty eats using strawberries while putting on a fast-paced and hilarious show. From her cooking on a customized 1940 Ford convertible that's a must-see to her favorite food recipes, learn that's a must-see.



Carnival of Fun

MIDWAY OF FUN CARNIVAL

Sponsored by Telemundo
 Open Daily 11am to midnight
 Presale Carnival Wristbands.....\$20
 At Festival.....\$30
 Friday April 28, from 11am to 3pm. Buy one \$30
 Carnival Wristband get one Free.
 Riders must be present at time of purchase.

There is nothing like the feeling of a steady climb into the air and briefly taking in an aerial view of the Strawberry Festival, before zooming down toward the ground in a fearless swoop. Thrill seekers love the Midway of Fun Carnival for its exciting rides because they never disappoint. Think you rode them all? There's always a new ride to conquer, so don't miss out!

MIDWAY OF FUN KIDDIE CARNIVAL

While the big kids spin, flip and whirl, the younger set may find the Midway of Fun Kiddie Carnival more their speed. Rides that take a more mellow turn around the track feature friendly-faced characters and just the right amount of fun: no big-kid twists and turns, just pint-sized thrills!



Grounds Entertainment & Activities

XTREME SPORTS ZONE

Sponsored by The SUN
 Some people like to stroll and others like to get a little extreme. If you've got a little adventurous streak don't miss the Sun Xtreme Sports Zone for some exhilarating fun. Maybe you'll climb a rock wall, bounce on a bungee, or even experience virtual reality. Explore the extreme, and have an unforgettable experience.



AG-VENTURELAND

Milking a cow, putting a saddle on a pony, building a scarecrow—agriculture is fun at the Strawberry Festival! The Ag-Ventureland interactive and educational exhibit features agricultural themed hands-on activities, a pedal tractor area, and crafts. Kids get to learn about agricultural life with exciting and child-friendly tasks in this exhibit.



FRESH STRAWBERRIES

It's hard to talk about the attractions at the Strawberry Festival without talking strawberries. Grown here on the Central Coast, you can't get them much fresher. This is prime strawberry season, and local growers will have a variety of strawberries available for purchase. Be sure to stop Santa Maria Valley strawberries some of the best in the world.

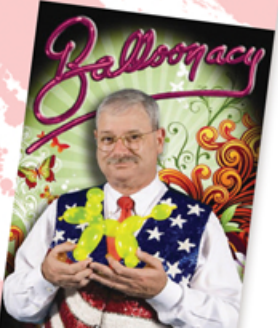


BUKI THE CLOWN

It's hard to forget an entertainer that makes you a part of the show. That's the Clown. She not only brings joy and belly laughs but her shows are totally interactive. Children are the stars and perform the magic in her Silly, Slapstick, Magical Comedy Show.

BALLOONACY

At the Strawberry Festival the most exciting type of sculpture is balloon sculpture! Dennis Forel, the foremost balloon sculpture artist, excels at this medium. He creates hundreds of balloon sculptures and he has a story to go with every one of them! Having honed his craft performing around the world at places like Busch Gardens in Los Angeles, Knott's Berry Farm, Disneyland, and Nagasaki Holland Village in Japan, Forel is ready to delight Strawberry Festival audiences with his balloon twisting talents.



Schedule

ALL DAY EVENTS

- The SUN Extreme Sports Zone
- Midway of Fun Kiddy Carnival
- Midway of Fun Main Carnival
Presented by Telemundo
- Over the Top Stilt Characters
- Buki the Clown
- BC Characters
- Street Drum Corps
- Balloonyancy
- AgVentureland

FRIDAY, APRIL 28TH FREE Senior Day (Seniors 62+ are FREE all day)

- 12:00 - 4:00 Strawberry Tasting
Presented by CA Women for Ag
Honda and Toyota Strawberry Pavilion
- 12:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion

- 2:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 2:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 4:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 4:30 Strawberry Eating Contest
Presented by Chevron
Honda and Toyota Strawberry Pavilion
- 6:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 6:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion

SATURDAY, APRIL 29TH PEPSI \$1 Kid's Day Presented by Telemundo

- 12:00 - 4:00 Strawberry Tasting
Presented by CA Women for Ag
Honda and Toyota Strawberry Pavilion
- 12:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 1:30 Culturas Dance
The SUN Center Stage
- 2:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion

- 2:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 2:30 Destined Dance
The SUN Center Stage
- 4:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 4:00 Destined Dance
The SUN Center Stage
- 4:30 Strawberry Eating Contest
Presented by Chevron
Honda and Toyota Strawberry Pavilion
- 6:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 6:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 6:30 Steppin' Out Band
The SUN Center Stage
- 6:30 Steppin' Out Band
The SUN Center Stage

- 12:00 - 4:00 Strawberry Tasting
Presented by CA Women for Ag
Honda and Toyota Strawberry Pavilion
- 12:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 1:00 Pacific Legends Polynesian Dance
The SUN Center Stage
- 2:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 2:00 Fiesta Day Entertainment
Budweiser Minetti Arena
Note: Separate Ticket Required
- 2:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 4:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 4:30 Strawberry Dessert Eating Contest
Presented by Chevron
Honda and Toyota Strawberry Pavilion
- 6:00 Steppin' Out Band
The SUN Center Stage
- 6:00 Wildlife Experience Show
Presented by KCOY
Honda and Toyota Strawberry Pavilion
- 6:30 Everything that Matters
In the Kitchen Cooking Show
Presented by CoastHills
Honda and Toyota Strawberry Pavilion
- 7:45 Steppin' Out Band
The SUN Center Stage

SUNDAY, APRIL 30TH Vallarta Supermarkets Festa Day Presented by Wells Fargo

- 11:00 Pacific Legends Polynesian Dance
The SUN Center Stage

SANTA MARIA VALLEY Strawberry Festival A Jammin' Good Time 2017

April 28-30
Daily Open Daily

Discounted Tickets April 3-24

Locations: Torilleria Mexico
Vallarta Supermarkets - La Serrana
Adults - \$1 Youth ages 6-11 - \$5
One day unlimited ride carnival wristbands...\$25

Fun

- The SUN Extreme Sports Zone
- Midway of Fun Kiddy Carnival
- Midway of Fun Main Carnival
- Presented by Telemundo
- Over the Top Stilt Characters
- Buki the Clown
- AgVentureland
- BC Characters
- Street Drum Corps
- Balloonyancy
- Wildlife Experience Show
- Strawberry Tasting
- Cooking Demos
- Strawberry Art Carnival
- Great Local Food
- Interactive Kids Activities
- Street Drum Corps
- Balloonyancy

Special Days

April 28th Senior Day (62+ FREE)
Carnival Wristbands
Buy One, Get One FREE!

April 29th Pepsi Kids Day
Presented by Telemundo
(Ages 6-11) \$1
Children 5 & under
FREE every day

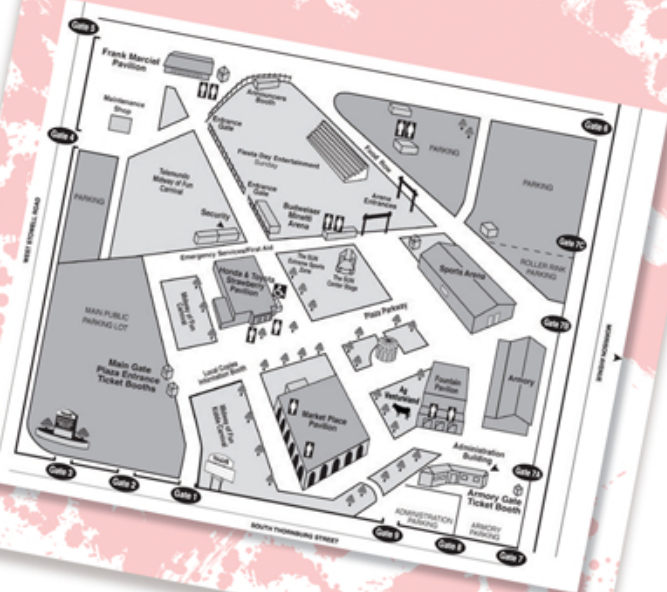
April 30th Vallarta Supermarkets
Festa Day
Presented by Wells Fargo
Hispanic Musical
Entertainment
Separate ticket event



SANTA MARIA FAIRPARK



SANTA MARIA VALLEY Strawberry Festival A Jammin' Good Time 2017



PDF Entry Information

Exhibitor Name: Rich Persons

WEN: DEFB4E

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: A Jammin Good Time

Description:

Notes:

