



June 8-12, 2022
Back & Bigger Than Ever
35th District Agricultural Association



May 31, 2022

Dear Media Professional,

We are thrilled to be able to say that we are **Back and Bigger Than Ever** for the return of the 2022 Merced County Fair presented by Valley Children's Healthcare! On behalf of the Board of Directors, CEO Teresa Burrola and the entire Merced County Fair family, we want to invite you to join us to kick-off the summer for an incredible five days of fair fun at the **2022 Merced County Fair, June 8 - 12.**

We are proud of being an affordable, family-friendly entertainment option for the community – providing a place for guests to come together, connect and celebrate the beginning of the summer at one of Merced's longest standing traditions! The enclosed media kit contains great information on this year's Fair including concerts, action-packed Grandstand entertainment, incredible local talent, new attractions, returning Fair favorites, carnival rides and of course, all your favorite Fair food! Please use this as a resource in covering this year's Merced County Fair - plus we are here to gather any additional information you might need!

Take particular note of the variety of ways to save throughout the entire fair – and the fact that children 12 and under can get into the Fair for FREE with a paid general admission ticket. The Fair is completely focused on savings as it returns to in-person operations after a 2-year hiatus due to COVID-19. There are also plenty of exciting free attractions for Fairgoers like the new Pee Wee Stampede, Farmer's Market area and the expanded Discovering Science exhibit featuring Mind Works.

There are many stories waiting to be told about the events, history and people that make this 131-year tradition so special to the San Joaquin Valley and we look forward to working with you this year. **If you plan to attend and cover the fair – which we hope you do – please notify us so we can get you media credentials that provide access to the 5-day fair!** We truly appreciate your coverage of the Fair, and we will do whatever we can to make your time on the Fairgrounds a positive and successful experience.

Sincerely,

A handwritten signature in black ink that reads "Debra Nalchajian-Cohen".

Debra Nalchajian-Cohen
Communications Department
The Merced County Fair
(559) 281-1312
debbie@cohencommunications.com

A handwritten signature in black ink that reads "Danielle L. Griffin".

Danielle L. Griffin
Communications Department
The Merced County Fair
(559) 967-3604
danielle@cohencommunications.com