



June 5-9, 2024  
It's A Barnyard Mardi Gras  
35th District Agricultural Association



## **FOR IMMEDIATE RELEASE**

**CONTACT:** Danielle Griffin | (559) 967-3604

### **Merced County Fair Brings New Makers Marketplace Exclusively For Local Vendors** *Marketplace will feature handcrafted products produced by local Central Valley vendors*

**MERCED, CALIFORNIA, April 5, 2024...**The Merced County Fair is thrilled to announce a new addition to the Merced County Fair, the **Makers Marketplace** that will exclusively feature Central Valley vendors! This storefront-like marketplace provides a venue for local vendors to showcase their handcrafted products (everything from food, jewelry, art and more!) to over 75,000 Fairgoers at the 2024 Merced County Fair, which is June 5 – 9. Interested vendors are encouraged to apply today, as space is limited.

“We’re thrilled to bring this new attraction to the Merced County Fair to showcase our amazing local vendors!” said Teresa Burrola, CEO, Merced County Fair. “The Makers Marketplace is an incredible opportunity for those in our community to build awareness and sell their products at the Fair in an affordable way without having to staff a booth the entire run of the Fair, which can be hard for some small companies. We’re so excited to see what vendors apply and the variety of locally handcrafted products they’ll bring!”

The Makers Marketplace will be located in the San Joaquin Hall. Vendor fee to participate is \$200 per business and 10% on all product sales. The Fair will provide the staff to run the building for the five days of the Fair and provide vendors with daily sales reports. The first round of selected applicants will be notified after April 15<sup>th</sup>. Applications will remain open until building space is filled, which is estimated at 40 vendors dependent upon products showcased. Applications can be found online at [www.MercedCountyFair.com/makersmarketplace](http://www.MercedCountyFair.com/makersmarketplace).

**Resources Link:** [Makers Marketplace Logo](#)

#### **About The Merced County Fair:**

The Merced County Fair, first founded in 1891, represents the 35th District Agricultural Association. The fair’s mission statement outlines that it “*promises to meet the needs of our community by providing a fun, safe venue to celebrate our area’s agricultural heritage, discover new technology and be entertained.*” This year marks the 132<sup>nd</sup> year of operation for the Merced County Fair. The Merced County Fair annually welcomes nearly 70,000 people from throughout Merced County and beyond to attend the five-day fair each June. Members of the Board of Directors include: President, Luis Lara; First Vice President, Mark Erreca; Second Vice President, Emily Haden; Vicky Banaga, Lori Gallo; Mark N. Pazin; Kim Rogina; and Carol Sartori-Silva. Teresa Burrola heads up the daily operations in her role as CEO. The 2024 Merced County Fair will return to kick off the summer, June 5 - 9. For more information about the Merced County Fair, please visit [www.MercedCountyFair.com](http://www.MercedCountyFair.com). Connect with the Fair on Facebook ([@mercedfair](#)), Twitter ([@Merced\\_CA\\_Fair](#)), Instagram ([@mercedcountyfair](#)) and Tik Tok ([@mercedcountyfair](#)).