



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



May 22, 2024

Dear Media Professional,

We're thrilled to kick-off the summer with the 2024 Merced County Fair presented by Valley Children's Healthcare! On behalf of the Board of Directors, CEO Teresa Burrola, Deputy Manager Richard Sandoval and the entire Merced County Fair family, we want to invite everyone to a *Barnyard Mardi Gras* as we kick-off the summer for an incredible five days of fair fun at the **2024 Merced County Fair, June 5 - 9**.

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 thanks to our partnership with Valley Children's Healthcare. NEW this year in the San Joaquin Hall is the Makers Marketplace, a storefront like marketplace with goodies to shop from made by local Central Valley vendors! There are also plenty of exciting free attractions for Fairgoers like the Farmer's Market area, Pedal Pullers for the little ones, and of course, the return of the Alaskan Pig Races! Plus, there is a new way to save with BOGO Grandstand event tickets at O'Reilly Auto Parts.

There are many stories waiting to be told about the events, history and people that make this 133-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 "Danielle L. Griffin".

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A handwritten signature in black ink that reads "Celeste Zavala".

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