



June 6-10, 2018
The Biggest Show In Town
35th District Agricultural Association

FOR IMMEDIATE RELEASE

CONTACT: Danielle Griffin | (559) 967-3604

The 2018 Merced County Fair Kicks off Wednesday, June 6

Media Kit Now Available Online; May 31 Deadline to Submit Media Credential Requests

MERCED, CALIFORNIA, May 24, 2018: In 12 days, the 2018 Merced County Fair will be officially underway marking the Fair's 127th year of showcasing the best in Merced County for the more than 70,000 Fairgoers that attend the five-day event each June. The Fair – the “Biggest Show in Town” will officially kick off on June 6 with a brief Opening Ceremonies program beginning at 5 p.m. Plus, the third annual Mercy Medical Center's “We Care Wednesday” Community Food Drive benefiting the Merced County Food Bank, proudly supported by University Industrial Park runs from 5 p.m. until 7 p.m. providing the community an opportunity to get into the Fair for free in exchange for a donation of five cans of food. Plus don't forget about June 6 being Seniors' Day (62+ get into the Fair for free!) and a jam-packed line-up of great entertainment. More details below.

The 2018 Merced County Fair's Media Kit is available online at: www.mercedcountyfair.com/2018-media-kit. The Media Kit provides information on everything you need to know about this year's Fair from exhibits to attractions to new and returning foods to concerts and entertainment to savings and more! Also, if you plan on covering the 2018 Merced County Fair, please submit your media credential requests no later than May 30 to Danielle Griffin at danielle@cohencommunications.com.

WHAT: Opening Day at the 2018 Merced County Fair

WHEN: Wednesday, June 6 at 5:00 p.m. Gates Open and Opening Ceremonies Begins

WHERE: The Merced County Fair

900 Martin Luther King Jr. Way, Merced, California 95341

**** Note: Opening Ceremonies will be held by the flagpole just south of the Outdoor Theatre near the Martin Luther King Jr. Way entrance.*

OFFICIAL KICK-OFF: 5:00 p.m. Opening Day Ceremony - Flag Pole South of Outdoor Theatre
Flag Presentation - Merced County Sheriff Department's Honor Guard
National Anthem

Speakers - Merced County Fair Board of Directors President, Emily Haden
Merced County Fair CEO, Teresa Burrola

Special Award Presentation – Blue Ribbon Award

SAVINGS:

Mercy Medical Center's We Care Wednesday

Food Drive Benefiting Merced County Food Bank

Proudly supported by University Industrial Park and UC Merced



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Get into the Fair for free on Wednesday, June 6 from 5 p.m. until 7 p.m. when you bring 5 or more cans of food to any of the Fair entrance gates. That's right! Your food donation of 5 or more cans of food gets you into the Fair for FREE! All food goes to the Merced County Food Bank. This effort is supported by UC Merced as part of their outreach to give back to the community while helping build awareness about food insecurity in the community and among students. At last year's Community Food Drive, a total of 7,088 lbs. of food was collected in only two hours, marking a 46.7% increase over 2016's food drive total! Help us spread the word to increase that number this year!

Seniors' Day:

Seniors 62 and BETTER are able to enjoy the Fair for free on June 6! This will include a special Seniors Lifestyle Expo from 5:00 p.m. – 8:00 p.m. near the Martin Luther King Jr. Way gate entrance.

ENTERTAINMENT:

- 5:30 p.m.** "Chopped Up" Floral Arrangement Competition - Floriculture Exhibit
- 5:45 p.m.** Tractor Parade throughout the Fairgrounds
- 6:30 p.m. – 7 p.m.** Studio K Dance - Prime Shine Car Wash Stage
- 7:00 p.m.** Auto Racing - Grandstands, *\$5 Admission, FREE for kids 5 & under*
- 7:30 p.m. – 8:15 p.m.** Magicians, Rafael and Katia - Prime Shine Car Wash Stage
- 8:30 p.m. – 9:30 p.m.** Studio K Dance - Prime Shine Car Wash Stage
- 8:30 p.m.** Uptown Funk – Bruno Mars Tribute - Outdoor Theatre
- 9:00 p.m. – 9:45 p.m.** Donnie and the Wayrads - Coors Light Stage
- 10:00 p.m. – 10:45 p.m.** Magicians, Rafael and Katia - Prime Shine Car Wash Stage

LIVESTOCK:

- 7:30 a.m.** FFA Market & FFA Swine Showmanship - Hilmar Cheese Barn
- 8:00 a.m.** Breeding, FFA & 4-H Market & Feeder, & Beef Showmanship - Les McCabe Arena
- 8:00 a.m.** 4-H & FFA Market & Feeder, Showmanship & Breeding Goats - Glacier Barn
- 10:00 a.m.** Registered Holstein Dairy Cattle - Dairy Show Ring
- 4:00 p.m.** Beef Bred Heifers - Les McCabe Arena
- 7:30 p.m.** Beef Bred Heifer Sale - Dairy Show Ring

About The Merced County Fair:

The Merced County Fair, first founded in 1891, represents the 35th District Agricultural Association and is celebrating its 127th anniversary in 2018. More than 65,000 people from throughout Merced County and beyond attend the five-day Merced County Fair each June. Members of the Board of Directors include: Emily Haden, President; Lori Gallo, First Vice President; Carol Sartori-Silva, Second Vice President; Vicky Banaga; Mark Erreca; Lee Lor; Kim Rogina; and Flip Hassett. Teresa Burrola heads up the daily operations in her role as CEO. The 2018 Merced County Fair will run June 6 – 10. For more information about the Merced County Fair, please visit www.MercedCountyFair.com. Connect with the Fair on Facebook ([@mercedfair](https://www.facebook.com/mercedfair)), Twitter ([@Merced_CA_Fair](https://twitter.com/Merced_CA_Fair)) and Instagram ([@mercedcountyfair](https://www.instagram.com/mercedcountyfair)).

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