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**STANISLAUS COUNTY FAIR OPENS TO CELEBRATE 100 YEARS OF FUN  
FRIDAY, JULY 15**

Turlock, CA (July 12, 2011) – Get ready to celebrate 100 years of family fun at the Stanislaus County Fair this Friday.

The **Stanislaus County Fair opens on Friday, July 15** for a 10-day run. The 72-acre Fairgrounds is located at 900 N. Broadway in Turlock. Now celebrating its 100<sup>th</sup> year, Fair officials have been working year round to plan for the centennial celebration.

“This year’s Fair is a centennial extravaganza,” said Adrenna Alkhas, spokesperson for the Stanislaus County Fair. “We are excited to celebrate the Fair’s long-standing history, as well as introduce some great new additions to our Fair guests’ experience.”

New this year is the Official StanCoFair mobile App for an interactive Fair experience. This App is both Android and iPhone compatible. Anyone who wishes to download it for free can search for “StanCoFair” in the App store. While guests are on their phone, they can also play SCVNGR, a mobile scavenger hunt game that can be played with any mobile device during the 10-days of the Fair. Each correct answer will earn points and the winner with the most points at the end of the Fair will win an iPad and four Disneyland Park Hopper tickets from KAT Country 103 along with a 100 Year Pass from the Fair.

This year’s discounts include “Free ‘til 3 p.m. Sundays” sponsored by Fox 40. Guests can come into the Fair for free Sunday, July 17 and 24 from noon until 3 p.m. Plus, Fair guests can park and ride for FREE by taking advantage of the Park N’ Ride shuttle program. The locations of the Park N’ Ride shuttle stops are California State University Stanislaus (parking lots located on Crowell, off Monte Vista) and Pitman High School (parking lots on Christoffersen). This

FREE service will run every day during the 10 days of the Fair, weekdays from 4:30 p.m. to midnight and weekends from 11:30 a.m. to midnight with shuttles departing to and from the Fairgrounds every 15 minutes. Parking at the Fairgrounds will still be available for a fee of \$4 per vehicle.

All carnival rides will be just \$1 on opening night, Friday, July 15. Guests will get spectacular fireworks show presented by Tri Counties Bank Friday, July 15 and Wednesday, July 20 at 9:45 p.m. This year's Fair will feature Centennial Hall, an exhibit celebrating the Fair's 100 year history. Guests can also take advantage of the Fair savings coupon book available in Modesto and Turlock FoodMaxx locations or by taking the Fair shuttle, while supplies last. The Fair's 100 year pass is also available for purchase during the Fair.

The Stanislaus County Fair's 2011 lineup on the **Budweiser Variety Free Stage** includes:

- Clint Black – Friday, July 15, 2011
- Boyz II Men – Saturday, July 16, 2011
- America – Sunday, July 17, 2011
- MercyMe – Monday, July 18, 2011
- Clay Walker – Tuesday, July 19, 2011
- Big Time Rush – Wednesday, July 20, 2011
- Bob and Tom Comedy All-Stars – Thursday, July 21, 2011
- Joan Jett and the Blackhearts – Friday, July 22, 2011
- Joe Nichols and Heidi Newfield – Saturday, July 23, 2011
- La Original Banda El Limon de Salvador Lizarraga – Sunday, July 24, 2011

Fair guests can save on both unlimited ride wristbands and adult admission tickets. Discount prices are offered until the day before the Fair opens Thursday, July 14 at 7 p.m. While discounts conclude the day before the Fair opens, Fair guests can still save time at the gate by purchasing tickets online all the way through closing day of the Fair.

The 2011 Stanislaus County Fair opens for its 100<sup>th</sup> anniversary celebration Friday, July 15 for a 10-day run. Fair guests can count on an award-winning experience that has been 100 years in the making. Discounted Fair admission tickets, unlimited ride wristbands and Arena event tickets are on sale now. Visit the Fair's website for complete ticket sale details at [www.stancofair.com](http://www.stancofair.com).

The 2011 Fair will feature a newly renovated children's area, which will include the highly-popular Rainforest Adventure, sponsored by Sky Trek Aviation, which debuted in 2009. Also planned for 2011 are nine nights of metal-mashing motorsports plus one night of rodeo in the FoodMaxx Arena, a total of four stages of live entertainment, upwards of 30,000 local exhibits and over 1,750 animals.

To receive future Fair announcements by text message, text the word "FAIR" to 99299. Fair enthusiasts can also follow how the 2011 Fair is developing at [twitter.com/stancofair](http://twitter.com/stancofair). In addition, become a fan of the Fair at [facebook.com/stancofair](http://facebook.com/stancofair). Fair news and event listings are also available at [myspace.com/stancofair](http://myspace.com/stancofair).

The mission of the Stanislaus County Fair is to provide a family and community oriented experience promoting agriculture, entertainment and technology. For more information about the award-winning Stanislaus County Fair, or to host a company picnic during the Fair, visit [www.stancofair.com](http://www.stancofair.com).

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