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**For Immediate Release:**  
September 23, 2010

**FAIR OFFICIALS CONFIRM 2011 FAIR DATES  
FOR ITS 100<sup>TH</sup> ANNIVERSARY CELEBRATION**

Turlock, CA (September 23, 2010) — Stanislaus County Fair officials have confirmed the dates for the upcoming Fair and its 100<sup>th</sup> anniversary celebration in 2011.

The centennial Stanislaus County Fair will resume its 10-day run July 15 – 24, 2011. This follows the 2009 decision of the Stanislaus County Fair board of directors to change the traditional late July Fair dates to mid-July.

The 2011 Fair is themed around its centennial celebration. The theme will highlight the 100 year history of the Stanislaus County Fair, as well as its promising future.

“It’s an honor to be able to coordinate such a celebration for our community,” said Chris Borovansky, Chief Executive Officer for the Stanislaus County Fair. “We have some exciting things in the works for 2011 that will bring a different dynamic to the Fair.”

Options for the 2011 Fair are being reviewed, but will include the highly popular Rainforest Adventure that debuted in 2009, historical and futuristic exhibits, along with many cost-effective options for guests to attend next year’s Fair.

Nearly a century ago, in 1911, the Turlock Melon Carnival took place as an effort to promote and market the local melon industry and shipping business. In 1956 the name "Stanislaus County Fair" was used for the first time on the marquee, and in 1960 the fairgrounds became the original home of California State University, Stanislaus. In 2009 the Fair board was faced with the decision to change the Fair’s dates because the State Fair moved from August to July, overlapping with Turlock’s traditional late July Fair.

“From a summer weekend in 1911 to a 10-day run, the Stanislaus County Fair has been a source of fun, entertainment and education for persons of all ages,” said Borovansky.

To receive future Fair concert announcements by text message, text the word “FAIR” to 47645. Fair enthusiasts can also follow how the 2011 Fair is developing at

twitter.com/stancofair. In addition, become a fan of the Fair at facebook.com/stancofair. Fair news and event listings are also available at 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 Stanislaus County Fair log onto its website at [www.stancofair.com](http://www.stancofair.com).

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