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For Immediate Release:

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**FREE 'TIL 3 SUNDAYS, \$1 RIDES OPENING NIGHT, FREE FAIR SAVINGS
COUPON BOOK AND DAILY DISCOUNTS FOR THE STANISLAUS COUNTY FAIR**

Turlock, CA (June 30, 2011) –The 2011 Stanislaus County Fair opens Friday, July 15 for a 10-day run. Discounted Fair admission tickets and unlimited ride wristbands are on sale now through July 14 at 7 p.m. There will be various discounts on ticket admission available during the 10-day run of the Fair as well. Please see below for daily discount details:

- **Friday, July 15:** Modesto Bee Night at the Fair *benefiting United Samaritans*. Bring in two canned food items and receive \$2 off one adult admission. There will be gifts from the Modesto Bee for the first 1,000 guests. **All Carnival Rides will be just \$1 on opening night.**
- **Saturday, July 16:** Emanuel Cancer Center Day at the Fair. **Seniors' Free Day - Seniors 65 and up admitted free and ride the Carousel free.** There will be gifts from Emanuel Cancer Center for the first 1,000 guests.
- **Sunday, July 17:** Yonan's Jewelers Day at the Fair. Receive \$2 off one adult admission with a Yonan's coupon (coupons available at Yonan's Jewelers in Turlock and Modesto). There will be gifts from Yonan's Jewelers for the first 1,000 guests. **"Free 'til 3" no admission charged until 3:00 p.m.** Receive \$2 off one adult admission with email coupon (after 3 p.m.) sponsored by Fairfield Inn and Suites. Email coupon will be sent out to StanCoFair e-club members July 15.
- **Monday, July 18:** Modesto Nuts Night at the Fair. Gifts from the Modesto Nuts for the first 1,000 guests. \$2 off one adult admission with Taco Bell Coupon

(coupons available at participating Taco Bell locations throughout Stanislaus County). \$2 off one adult admission with Modesto Bee ad note coupon from July 3 Modesto Bee paper. Receive \$2 off one adult admission with a Valley Yellow Pages coupon (coupons can be found in Valley Yellow Pages phonebooks).

- **Tuesday, July 19:** 7UP Night at the Fair. Receive \$4 off one adult admission and/or \$2 off one unlimited ride wristband with a 7UP coupon (coupons are on 2-liter bottles of 7UP at local participating 7UP retailers). \$2 off one adult admission with Taco Bell Coupon (coupons available at participating Taco Bell locations throughout Stanislaus County).
- **Wednesday, July 20:** Tri-Counties Bank Night at the Fair. Gifts from Tri-Counties Bank for the first 1,000 guests. \$2 off one adult admission with Taco Bell Coupon (coupons available at participating Taco Bell locations throughout Stanislaus County). Receive \$2 off one adult admission with a Valley Yellow Pages coupon (coupons can be found in Valley Yellow Pages phonebooks).
- **Thursday, July 21:** Emanuel Family Practice Night at the Fair. **Kids Free Night (Kids 12 and under admitted free).** There will be gifts from Emanuel Family Practice for the first 1,000 kids. \$2 off one adult admission with Taco Bell Coupon (coupons available at participating Taco Bell locations throughout Stanislaus County).
- **Friday, July 22:** Turlock Irrigation District Night at the Fair. There will be gifts from Turlock Irrigation District for the first 1,000 guests. \$2 off one adult admission with Taco Bell Coupon (coupons available at participating Taco Bell locations throughout Stanislaus County).
- **Saturday, July 23:** Valley First Credit Union Day at the Fair. There will be gifts from Valley First Credit Union for the first 1,000 guests.
- **Sunday, July 24:** Cencal Day at the Fair. Recycle Sunday benefiting youth sports through Arrowhead Club. Bring six or more empty aluminum cans and receive \$2 off one adult admission. There will be gifts from Cencal Beverage for the first 1,000 guests. **“Free ‘til 3” no admission charged until 3:00 p.m.** Receive \$2 off one adult admission with email coupon (after 3 p.m.) sponsored by Fairfield Inn and Suites. Email coupon will be sent out to StanCoFair e-club members July 15.

Save money with new ticket options:

- In honor of our 100 year Anniversary Celebration this year, we are offering a once in a lifetime **100 Year Pass** to the Stanislaus County Fair good for 100 years! The price of the once in a lifetime 100 Year Pass is \$500, giving you a savings of \$11,500 (with ticket prices remaining the same). The pass will be valid for all 10 days of the Fair until year 2110! The pass can also be passed down to one family member over the 100 year time period making the pass a transferable family heirloom. The Pass will be on sale at the Fair's ticket office through closing day of the 2011 Fair. Only 1,000 of the passes will be made available to the public.
- The Fair's new **Season Pass** offers 10 adult admissions for \$75 giving you a savings of \$45. Available at the Fair's ticket office or online at www.stancofair.com (redeem at Fair office) until July 14 at 7 p.m.

Visit the Fair's website for detailed ticket sale information at www.stancofair.com.

Other ways to save:

- FAIR Savings Coupon Book - This free coupon book can be picked up at FoodMaxx stores (Modesto and Turlock) or by riding the free shuttle during the Fair. This coupon book offers BIG savings for food and other concessions. You could find a coupon for a buy 1 get 1 free corn dog, or get a free soda with a purchased item. There are a limited amount of coupon books, so hurry and get yours while they last.
- Ride the free shuttle during Fair time – Park free and Ride free from CSU Stanislaus, Crowell Road (off West Monte Vista Avenue to Ansel Adams Boulevard) or from Pitman High School, 2525 West Christoffersen Parkway
Monday – Friday: 4:30 p.m. – 12 a.m., Saturday – Sunday: 11:30 a.m. – 12 a.m.
Shuttles depart every 15 minutes to and from the Fair's Arch Gate.

Fair guests can save on both unlimited ride wristbands and regular price adult admission. 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 100th 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.

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. 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 award-winning Stanislaus County Fair, or to host a company picnic during the Fair visit www.stancofair.com.

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