



For more information contact:
Adrenna Alkhas
Marketing and Communication Coordinator
(209) 668-1333 ext. 336 – Office

For Immediate Release:
August 5, 2010

Photo Caption 1: Liz and Kris Kruse along with their two year old twins Lee and Strycher enjoy some cooling ice cream and a little shade while visiting the Stanislaus County Fair. Fair Photographer, Jeff Shipman.

Photo Caption 2: The Budweiser Clydesdale's parading in the FoodMaxx Arena after their stroll through the Fair. Fair Photographer, Jeff Shipman.

STANISLAUS COUNTY FAIR DATE CHANGES STILL MAINTAINS LARGE CROWDS

Turlock, CA (August 5, 2010) - The large crowds of guests, the enthusiasm from audience members, children's faces lighting up for a chance to ride the glistening rides at night, and of course all the fun activities were still present at this year's Stanislaus County Fair, all in spite of dates being moved up two weeks early and the California State Fair running at the same time.

Over 209,108 Fair guests visited the Stanislaus County Fair during its 10-day run, down 8 percent from last year. The Fair opened on Friday, July 16 and concluded its 99th annual run on Sunday, July 25, 2010, and distinguishes the 2010 Fair in good standing in comparison not only to the changes this year but the economy's impact .

“We had an extremely successful year with all the participation we had and exhibitors present,” said Stanislaus County Fair CEO Chris Borovansky. “The economy played a big role in our attendance numbers, many smaller community Fairs have been impacted as well as the Calgary Stampede. Overall we had a smooth running Fair with less incidents.”

In addition to a successful year filled with many high valued programs, the Flavors of the Valley theme, which gave salute to local processors and manufacturers, was a popular exhibit that showcased different commodities grown in the Central Valley with daily food sampling, and also debuted the presidential turkey from Foster Farms. The Fair's Park 'N Ride service also exceeded Fair officials' expectations, delivering over 10,400 Fair guests to its historic Arch Gate

from free parking lots at CSU Stanislaus and Pitman High School, which was increase from last year.

Another highlight of the 2010 Stanislaus County Fair was the back-by-popular demand Rainforest Adventure exhibit, sponsored by Sky Trek Aviation. The Budweiser Clydesdales were another feature that drew in the large crowds.

“There are so many high quality programs within our Fair,” said Borovansky. “Our job is to maintain this highly visible community event. The Fair is a reflection of the community and we were successful this year in maintaining that.”

On the opposite end of the fairgrounds, 4-H and FFA members exhibited 1,937 animals. The 1st Annual Junior Livestock Market Steers Auction took place Thursday, July 22nd, which sold 54 steers bringing in \$142,506 from bidders. The Small Animal Auction, rabbits and poultry, took place Friday, July 23, and sold 27 animals, bringing in \$8,987 from bidders. Dairy exhibitors sold 94 heifers at the 43rd Annual Replacement Heifer Sale, held Friday, July 23, bringing in \$220,375 from bidders. At the 46th Junior Livestock Auction on Saturday, July 24, 4-H and FFA exhibitors sold 600 animals and grossed \$434,794.

Highlights of the sale included Ethan Heppner, 10 years old, from Turlock’s Community Cultivators, who had a 1st year Hog and donated all his money to St. Jude’s Hospital where his cousin is hospitalized and fighting cancer. The buyer of the Hog had also donated money to St. Jude’s. His hog sold at \$3.50 per pound weighing in at 271 pounds.

Another highlight of the Junior Livestock Auction was the sale of Modesto FFA member Brent Taylor’s Supreme Champion pig. The 275 pound animal sold for \$27 per pound.

The excitement of nine nights of motorsports and one night of rodeo in the FoodMaxx Arena were also welcomed by Fair guests. Both destruction derbies were sold out events.

All of the 10 free celebrity concerts on the Budweiser Variety Free Stage were very well attended. Bill Engvall, The Beach Boys, Boys Like Girls, Blake Shelton, Terri Clark, and Los Tucanes drew large crowds.

Another success of the 2010 Fair was the 1,800 guests who had signed up to play SCVNGR mobile game. The Fair had a total of 500 guests playing daily and the person with the most points won an iPad and (4) Disneyland Park Hopper Tickets from KAT Country 103.

“With all the Free events included in the admission price, guests cannot find better value for their dollar,” said Borovansky. “Our job next year is to provide an experience second to none.

We have also been in discussion on how we can maintain lower prices and a more affordable Fair for families next year.”

The Fair will be celebrating its 100th Anniversary in 2011 and plans are underway for the centennial commemoration.

“We are very excited to be celebrating our 100th anniversary next year,” said Borovansky. “It will be a Fair you don’t want to miss.”

To receive information regarding the 2011 Stanislaus County Fair 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.

-###-