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THE HUNT IS ON AT THE 2011 STANISLAUS COUNTY FAIR

Turlock, CA (July 7, 2011) – The popular mobile scavenger hunt game is back again at the 2011 Stanislaus County Fair.

Everyone is invited to play the game at the 2011 Stanislaus County Fair. Potential players can **join in by texting “FAIR” to 728647**. The **winner will receive an iPad and four Disneyland Park Hopper tickets** from KAT Country 103 and a **Stanislaus County Fair 100 Year Pass**. The 2011 Stanislaus County Fair SCVNGR game is sponsored by Mocse Credit Union and Valley Yellow Pages.

“We are thrilled to bring this popular mobile game back for a second year,” said Adrenna Alkhas, spokesperson for the Stanislaus County Fair. “Guests with a sense of adventure can text in at anytime and the game will start on July 15.”

SCVNGR is a mobile game that can be played by anyone with a cell phone. The game enables anyone to quickly and easily play with any mobile device while having a fun, interactive experience at the Fair. The game will take place all 10 days of the Stanislaus County Fair. SCVNGR will take guests around the Fair by asking questions in the form of text messages and every correct answer will earn points. At the end of the Fair, points will be added up and the winner will be announced.

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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