



## **PLACER COUNTY FAIR IS LOOKING FOR STILL EXHIBIT SUBMISSIONS, COMMERCIAL AND FOOD VENDORS, CORPORATE SPONSORS AND VOLUNTEERS**

*The 88<sup>th</sup> annual Fair returns June 25-28 with a carnival, free nightly concerts, live entertainment, a Family Fun Zone, livestock exhibit, All-Alaskan racing pigs and much more*

**ROSEVILLE, Calif.** – Whether you bake it, make it or frame it, the Placer County Fair wants you.

Got a great sourdough, a stunning photograph, or a tasty pie recipe? Share and show-off those skills. Blue Ribbons and bragging rights are on the line.

Still exhibits are among the many ways the community can participate in the 88<sup>th</sup> annual Fair, one of the largest and longest-running events in Placer Valley. Business owners can also enjoy and make some money at the Fair.

The Fair starts Thursday, June 25, and continues through Sunday, June 28, located @the Grounds, 700 Event Center Drive in Roseville. The Fair is open 5-11 p.m. Thursday and Friday, and noon to 11 p.m. Saturday and Sunday. (You can learn more at [placercountyfair.org](http://placercountyfair.org).)

The Fair's theme this year is "Past Present Future," celebrating the creativity, diversity and history of Placer County, which marks its 175<sup>th</sup> anniversary this year. The county's agricultural roots and technology will be featured at the AgTech and Innovation Expo during the Fair.

"It's a very special milestone for the county, and the celebration starts at the Fair," said Kim Summers, CEO of @the Grounds and Placer Valley Tourism. "The Fair is about bringing the community together, connecting with each other in so many ways, from enjoying live music to sharing and showcasing our talents and skills. There is something for everyone at the Fair."

Businesses can benefit from the Fair as a corporate sponsor or be among the 150 commercial vendors or 20 food booth operators, offering favorites like fresh-squeezed lemonade or ice cream and frozen bananas.

"It's a great community event and something that I'm proud to be part of," said Doug Schumacher, owner of Minuteman Press in Roseville. The company has been the sponsor in recent years of Jones Hall, where hundreds of still exhibit competitions are on display. "It helps get my name out there to thousands of people."

More than 20,000 people attend the Fair during the four-day run. In addition to the carnival, free entertainment and fair food, many fairgoers shop vendor booths that offer everything from

custom jewelry to homemade jerky (learn more about being a vendor at [https://placercountyfair.org/get-involved/vendors/.](https://placercountyfair.org/get-involved/vendors/))

“It’s been very helpful, I meet a lot of people,” said Iris Samonte, owner of Lunar Links Permanent Jewelry in Roseville. She will have a booth at the Fair for the third straight year. “A lot of my clients come back every year. If you believe in your business, your brand, you have to try the Fair.”

Many of the commercial booths, like Lunar Links, are in the air-conditioned Roebbelen Center, which includes the Family Fun Zone, live entertainment and a wine garden featuring wines from Placer County.

The Roebbelen Center is close to the Jones Building, where 100 divisions of still exhibit categories – from artwork to baking and winemaking – are on display. All ages and experience levels, from accomplished artists to beginners, are encouraged to submit their work. Still exhibits have been part of the Fair since around 1940.

The Jones Building is next to the Attaway Pavilion, where about a dozen free concerts will take place during the four-day run of the Fair. The concerts cover numerous genres, from a Bruno Mars cover band on Thursday evening to Latin mariachi music Sunday night,

Butler Amusements returns for the second straight year, with about 20 family-friendly and heart-pounding rides with fair food favorites and games in the two carnival areas.

Free entertainment -- including fan favorite the All-Alaskan racing pigs and the return of the Los Moralitos Circus – the Community Stage in Johnson Hall and the livestock exhibit are just part of the fun. The annual Miss Placer County Scholarship Pageant officially opens the Fair on Thursday evening. The sixth annual Placer County Rib Cook-off, which requires an additional ticket for \$40, is on the final day of the Fair.

“The Placer County Fair is a long-standing tradition that brings communities together,” said Don Eckert, CEO of Pioneer Community Energy. The not-for-profit power provider is the sponsor of the Community Stage in Johnson Hall. “Events like this allow us to connect with our customers, share information, answer questions and remind them that we live, work and play in our shared communities.”

For community members with some free time, the Fair is looking for friendly and helpful volunteers. Almost 70 volunteers are needed during the Fair. You can learn more and apply at [https://placercountyfair.org/get-involved/volunteer/.](https://placercountyfair.org/get-involved/volunteer/)

Admission to the Fair is \$10 for adults; \$6 for children 6 to 13 years old, children 5 and under are free; and military and seniors 65 years and older are \$8. A discount per ticket is available if purchased online before the opening day of the Fair on June 25. Parking is \$10 per day if bought in advance online, \$15 when the Fair starts. (You can learn more and buy online at [https://placercountyfair.org/tickets/.](https://placercountyfair.org/tickets/))

More information, including a concert schedule, and tickets are available at <https://placercountyfair.org>.

The cost for admission and parking have remained the same for the past decade, despite the Fair's increased entertainment lineup, food and ride offerings.

"We know the financial challenges that many people are facing, and we are committed to making sure the Fair offers affordable, family-friendly fun," Summers said. "We will also continue to raise the bar every year, combining the long-standing traditions of the Fair with new entertainment and experiences."

### **About Placer Valley Tourism**

Placer Valley Tourism is a Business Improvement District that serves South Placer County and the cities of Roseville, Rocklin and Lincoln. The BID operates to help generate incremental room night stays in hotels within Placer Valley Tourism's geographic footprint through various conferences and youth and amateur sports events. PVT aims to coordinate community and sports events with the best hospitality options in the region. Placer Valley Tourism is a nonprofit and classified as a 501(c)6. For more information, please visit <https://www.placertourism.com/>.

### **About @the Grounds**

@the Grounds is a multipurpose event facility on 61 acres in the heart of Roseville, California. @the Grounds includes the Roebbelen Center, a 160,000-square-foot event center that can accommodate major amateur sports competitions, large meetings, trade shows, concerts and other events. For more than 80 years, @the Grounds has been the home of the Placer County Fair – an annual celebration of the diversity of the community – along with countless other community, family and corporate gatherings. @the Grounds is the business entity of Placer Valley Sports Complex, a 501(c)3. For more information, please visit <https://www.atthegrounds.com/>.

