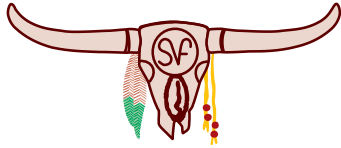


SALINAS VALLEY FAIR



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FOR IMMEDIATE RELEASE

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2020 SALINAS VALLEY FAIR CANCELS ANNUAL SPRING CELEBRATION

KING CITY, CA –The Salinas Valley Fair Board of Directors voted unanimously to cancel the 2020 Salinas Valley Fair scheduled for May 14-17, 2020. Citing California’s shelter in place travel restrictions and health concerns related to the transmission of COVID-19, the Fair’s Board of Directors recognized the necessity to make the difficult decision to cancel the annual celebration.

“It is with a heavy heart and with the safety of our community in mind that we have come to this decision,” said Margaret Noroian, President of the Salinas Valley Fair Board.

Organizers are exploring an online sale of 4-H and FFA animal projects to facilitate the safe transfer of locally produced livestock into the food supply chain. While livestock officials await guidelines from the California Department of Food and Agriculture for online livestock sales at fairgrounds, they will develop plans for how best to serve the over 1,000 4-H and FFA members that have entered the 2020 Salinas Valley Fair.

President Noroian explained, “The Salinas Valley Fair is committed to providing a solution for our livestock exhibitors. As soon as this information is available, we will send out an update through email and our social media platforms”.

While volunteers and staff manage details of an online auction and fair cancellation, the organization will pivot to serve the community as a resource for businesses, non-profits and government agencies responding to COVID-19. One such organization, the Monterey County Food Bank, will facilitate a weekly food distribution at the fairgrounds. The first drive through food distribution, on April 8th, served over 420 cars in 4 hours.

“We appreciate everyone’s patience and understanding as we come together to make this difficult decision. We share the disappointment and sadness this news brings with all of you - we know how hard all stakeholders work to be a special part of our community’s Fair. These are uncharted waters for our community, and we remain here to answer any questions you might have,” said President Noroian.

She encourages anyone with questions or concerns to email fair staff at svf@salinasvalleyfair.com or call (831) 385-3243.

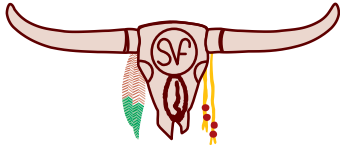
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About Salinas Valley Fair

MISSION STATEMENT

To showcase the annual fair, promote the talent and education of our youth, and provide a year-round setting for community services.

SALINAS VALLEY FAIR



The Salinas Valley Fair was started in 1941 to provide a venue for showcasing the agriculture in the area and give youth an opportunity to show and auction animals through 4-H and FFA. It has grown to be one of the largest Junior Livestock Auctions in the state and attracts young people from throughout Monterey, Santa Cruz, San Luis Obispo and San Benito Counties. The Fair offers opportunities for people to gather through entertainment, interactive educational activities, agricultural competition and recognition programs, food and drink, and cultural events. Year-round over 150,000 people attend an event at the Salinas Valley Fairgrounds, fairgrounds spending creates 86 jobs and has a total economic impact of well over 12 million dollars. www.salinasvalleyfair.com.