



**News Release**

For Immediate Release

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## **Santa Barbara County Fair kicks off with themed days, discount pricing**

**SANTA MARIA** – Create lasting summer memories as you “Picture the Fun” at this year’s Santa Barbara County Fair, which runs July 10-14 at the Santa Maria Fairpark. Special discount and theme days will kick off the festivities!

- Thursday, July 11 and Friday, July 12: All admissions are half price before 3 p.m.
- Thursday, July 11: Senior Appreciation Day, presented by Telemundo. Admission is just \$1 all day for seniors 62 years and older; all other admissions are half price before 3 p.m.
- Friday, July 12: Agriculture & Cattlemen’s Day, presented by Pacific Premier Bank.
- Saturday, July 13: Aera Energy’s Military and Law Enforcement Appreciation Day. Active duty military members and law enforcement first responders, with ID, are admitted free all day Saturday.
- Saturday, July 13: Professional Bull Riding in the Budweiser Minetti Arena. Separate ticket required.
- Sunday, July 14: Vallarta Supermarkets Fiesta Day with a Hispanic concert in the Budweiser Minetti Arena. Additional ticket required.

Take advantage of the savings and take in an evening concert. On July 10, Ashanti will kick off the Bud Light Concert Series; Clay Walker will perform on July 12; TLC takes the stage on July 12; and Maddie & Tae performs on July 13. All KCOY Main Stage entertainment begins at 7:30 p.m. and is free with paid Fair admission.

Be sure to catch some of the exciting new attractions, like Imagination Gallery's Wild Science! where you'll get to explore the intersection of science and imagination in a variety of hands-on activities. Cheer for your favorite animal athlete at the Pepsi Pig Races. Visit the McDonald's Center Stage to experience the amazing hypnotist James Kellogg.

Have some laughs with the biggest littlest cowboys around, The Fables of the West. Don't miss Chef Landry's Cajun Comedy Show in the Chumash Marketplace Pavilion, and be sure to catch the antics of the strolling grounds acts, the Beastie Creatures and the comedy juggling duo Something Ridiculous.

General admission during the Fair is \$9 for ages 6-11; \$12 for ages 12-61; and \$9 for ages 62 and older. Unlimited carnival ride wristbands are \$35.

Professional Bull Riding tickets are \$40.

The Fiesta Day entertainment is a separate ticketed event.

For more information, visit [www.santamariafairpark.com](http://www.santamariafairpark.com) or Like us on [Facebook](#).

### **About the Santa Maria Fairpark**

The Santa Maria Fairpark serves as the hub for major events and community activities on California's Central Coast. The state-owned facility hosts the annual Santa Maria Valley Strawberry Festival, which attracts more than 70,000 people and is home to its headlining event, the Santa Barbara County Fair, which is attended by more than 150,000 people.