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Escape to the Wine Country!
**2010 SONOMA COUNTY FAIR
CELEBRATES FAMILY FUN, GAMES
& THE BEST OF WINE COUNTRY**

(Santa Rosa) The last week of July and first weeks of August promise to be the best of the year in Sonoma County, when the 2010 Sonoma County Fair opens with big new shows in Chris Beck Arena, the return of the popular Splash Dogs competition, and more family fun than ever. This year's Fair will showcase the wine industry with a stunning depiction of Wine Country gardens in the Hall of Flowers, grape contests of all descriptions, and scores of new games and competitions for everyone in the family, including Fido. Dates for this, the county's largest annual event, are July 27 – August 8. A bonus week of horse racing will be held August 11 – 15.

“You’ve just read that Sonoma County is rated as one of the healthiest, happiest places to live in the country—and our Fair is a reflection of all those qualities that make that ranking true,” commented Fair Manager Tawny Tesconi.

“Our focus on family fun, sustainable living, and celebrating Sonoma County agriculture all contribute to that sense of well being. I’d like to personally invite everyone to join us for a memorable escape to the Fair this summer.”

A perennial favorite at the Fair is its renowned themed flower show, the largest show of its kind in the United States, which for decades has drawn visitors from throughout the state and beyond. Titled “In Our Own Backyard, The Gardens of Sonoma Wine Country”, the 2010 Hall of Flowers will offer a remarkable tour of Sonoma County’s famed wine appellations, from the Sonoma Coast to Dry Creek, from the Russian River to the Valley of the Moon. In addition to stunning Wine Country gardens, show designer

Greg Duncan promises a glimpse into the history of this industry that has become such an integral part of the Sonoma lifestyle.

Around the grounds, fairgoers will encounter all sorts of wacky games and contests. Special Events Manager Jane Engdahl has won dozens of national awards for the many ways in which fairgoers can be part of the action, and this year promises to be her biggest ever.

“Naturally we’ll have plenty of grape-related games,” Engdahl explains. “You can try and catch grapes dropped from 100 feet up, toss grapes into your partner’s mouth, or show us how well you can peel a grape.”

But the games won’t be limited to grapes. Capitalizing on America’s passion for board games, Engdahl has created a giant Candy Land game where fairgoers of all ages will become the game pieces. Areas around the grounds will offer groups a place to demonstrate their prowess at scores of popular games—only at the Fair, you win prizes as well as bragging rights.

Wine Country Racing is another major attraction at the Fair. The Sonoma County Fairgrounds is unique in having its own turf track as well as a top-drawer dirt track, thus the annual thoroughbred horse racing meet draws top trainers, horses and jockeys from throughout the state. The Fair’s new trackside tent for large groups, initiated in 2008, has quickly become a new Wine Country tradition, where corporate groups and clubs enjoy catered picnics while indulging in the sport of kings. This year race fans will have even more to cheer about since racing will continue for another five days, August 11 – 15, following the conclusion of the Fair.

A main attraction for the youngsters, of course is the carnival. The 2010 Fair will again star the award-winning Helm & Sons Carnival, which provides an extensive Kiddie Carnival for the little ones near Redwood Theater plus dozens of games and rides in the Main Carnival lot for older thrill seekers.

Complete details on the 2010 Sonoma County Fair will be published as they become available at www.SonomaCountyFair.com. Prospective concessionaires and commercial vendors, exhibitors and other Fair participants can obtain information at the website or call (707) 545-4200.

