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PLAN AHEAD & SAVE ON SONOMA COUNTY FAIR TICKETS

NEW Discount Days and Pre-Sale deals you won't want to miss

SANTA ROSA, CA – June 26, 2017 – Get ready to rock out and enjoy some of the Fairs **Headlining Concerts, Family Fun** activities, and **Arena Events**. Holidaze at the Sonoma County Fair will include all NEW carnival rides, like the **White Water Flume** and the **Century Wheel**. There are so many ways to save for those Fairgoers that can't get enough of the thrilling rides and endless entertainment. Pre-sale discounts are available until August 2.

Mark these **Discount Days** on your calendar; you won't want to miss them. **Thursdays are Kids' Days;** children 12 and younger receive FREE General Admission to the Fair EVERY Thursday. **Fridays are Senior Days;** seniors 60+ receive FREE General Admission to the Fair EVERY Friday. The Sonoma County Fair is excited to announce **DOLLAR DAY** on Monday, August 7. Visit any Bank of Marin between July 6 and August 7 to get a coupon for \$1 Fair Admission. Coupons will be redeemed at any of the admission gates for entry on Monday, August 7 from 11:00 am to 9:00 pm.

The Discount Days don't stop there. In the spirit of Thanksgiving, on **August 12** (11:00 am – 4:00 pm) bring 2 non-perishable food items for the Redwood Empire Food Bank and get \$4 off on General Admission to the Fair. A special Discount Day celebrates our Veterans on **August 8**. Wear your military uniform and present a valid military ID for FREE admission on Tuesday, August 8. (with no uniform, present your military ID & receive \$4 off Fair admission on August 8).

Buy your tickets before August 2 and save on General Admission adult (ages 13+) pre-sale tickets are only \$10 (\$13 value) and kids ages 7 – 12 are \$7. You can save even more by buying the NEW Carnival Pre-Sale COMBO that includes Fair Admission any day of the Fair and a wristband to ride ALL DAY just for \$33 (\$48 value). In addition to the Fair Box Office and SonomaCountyFair.com, pre-sale tickets can also be purchased at one of our **Official Outlets** (starting July 10): Friedman's Home Improvement in Santa Rosa & Petaluma, all Sonoma County Lucky Supermarkets, plus select Lucky Supermarkets in Mendocino County, Marin County, Napa County & Solano County, as well as select local markets listed Online.

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Season Passes and **Family Packs** are also offered for even more savings! Pre-Sale Season Admission Passes are just \$40 (\$143 value). The Family Pack includes 3 adult general admissions, 2 child admissions, and one parking pass for \$45 (\$61 value). *(These deals are ONLY sold at the Fairground Box Office and will be available through August 2 or while supplies last.)*

As if the savings weren't enough, check out all the FREE fun with Fair admission.

- Listen to Live Music all day, every day at Park Stage
- Check out this year's Community Concert Series Headliners
- Feel exhilarated as you watch Barrel Racing on August 4
- Pet the cuddly animals in The Great American Petting Zoo
- March along in The Daily Parade
- Tour the Fair on a Horse-Pulled Wagon
- Be amazed at Godfrey the Magician's special 'holiday' magic
- Get up close and personal with friendly birds at the Lorikeet Encounter
- Learn about captive-raised reptiles in the Creature Features exhibit
- Feel the thrill of The High Diving Pirates of the Caribbean

Every day is a holiday during "Holidaze at the Sonoma County Fair!" Get ready to celebrate from August 3 – August 13. You won't want to miss this year's FREE Community Concert Series, the thrill of live horse racing, excitement of an ALL NEW giant carnival, nostalgia of "Holidays in Bloom" themed flower show, live entertainment, incredible food, fun contests, new games and more. For details, visit SonomaCountyFair.com or call (707) 545-4200. Like us on Facebook, and follow us on Instagram and Twitter to keep up with the fun. See you at the Fair!

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