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TICKETS ON-SALE AT SONOMA COUNTY FAIR, APRIL 29

Now's the time to celebrate BIG SAVINGS with pre-sale admission and event tickets!

SANTA ROSA, CA – April 25, 2017 – The 2017 “Holidaze” themed Sonoma County Fair is thrilled to announce a new holiday: “Save Big on Family Fun” begins April 29 and runs all the way until August 2. Pre-sale admission and all event tickets to the Sonoma County Fair go on-sale beginning at 8:00 am at the Box Office at 1350 Bennett Valley Road in Santa Rosa or online starting at 12:00 noon at SonomaCountyFair.com. Holidaze at the Sonoma County Fair comes to Santa Rosa August 3-13, offering 11 days of holiday traditions, plus all the Fair-time favorites you’ve come to know and love.

Save on Fair Admission with pre-sale single day admission tickets, adults (age 13+) are \$10 (*\$13 value*) and kids age 7 -12 are only \$7. Save even more with a Family Pack, which includes 3 adult general admissions, 2 child admissions, and one parking pass for \$45 (*\$61 value*). For those who want to attend multiple days or even every day of the Fair, purchase a Season Admission Pass for just \$40 per person. (*Season Passes and Family Packs are only available for purchase at the Fair Box Office. Season Passes are good for one individual and are non-transferable.*)

If **Carnival Thrills & Savings** are you thing, you’ll want to get the brand NEW Carnival Pre-Sale Combo. This deal provides a discounted carnival wristband for unlimited rides on any day of the Fair AND Fair admission for \$33 (*\$48 value*). Or, get just the Carnival Wristband for unlimited rides any day of the Fair for \$25 (*\$30-\$35 value*).

Community Concerts are back by popular demand, with all concerts FREE with Fair admission! Concert dinner packages (\$60) and upgraded concert seating packages (\$32) are available and on-sale beginning April 29 for The Marshall Tucker Band (August 3), Lauren Alaina (August 7), Foghat (August 8), WAR (August 9), The Fab Four: The Ultimate Tribute (August 10) and Trent Harmon (August 12).

Chris Beck Arena Events offer action-packed entertainment beginning with PRCA Rodeo (August 5), Monster Trucks (August 10 – 12), and Destruction Derby (August 13). Box seats for these events are \$15-



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\$25. Pre-sale grandstand seats for the PRCA Rodeo and the Destruction Derby are \$12 (\$15 value) and bleacher seats are \$10 (\$12 value). Meanwhile, pre-sale grandstand seats for the Monster Trucks are \$10 (\$12 value) and bleacher seats are \$8 (\$10 value). (Event ticket and Fair admission required for these events. Tickets must be purchased by August 2 to receive pre-sale discounts.)

Wine Country Horse Racing (August 3 – 6, August 10 – 13 and August 18 – 20 after Fair) brings heart-pounding excitement to the Fair at affordable prices. Grandstand seats are just \$3, preferred grandstand seats \$5, and box seats are also \$5 (additional purchase of Fair admission required). Or, enjoy Trackside Dining at your own reserved table for 4 within the box seating sections for \$160 per table, including table service and an elegant buffet meal. Paddock View Dining (\$600) gets you a reserved seating section for up to 26 people. A VIP Tent for \$40 per person is a great way to host a large group of 50 people or more. This includes a VIP tented location near the racing grandstand that is yours for an entire day, an all-inclusive, catered buffet lunch, fair admission, parking and more!

Special Events offer the chance to relax, mingle and support great causes at the Fair. Tickets for the “Holidays in Bloom” Preview Party on August 2 are \$35, proceeds benefit the Hall of Flowers Scholarship Fund. Hat Day at the Races on August 3 is always a fun occasion to see and be seen, tickets are \$65 or \$600 for a reserved table for 8. Proceeds support the Sonoma County Fair Foundation. Then, on August 5, beer & cider lovers are in for a real treat with the NEW NorCal Brew Fest. Pre-sale tickets are \$45 (\$55 value) and include Fair admission.

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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