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Holidaze at the Sonoma County Fair

*Every day is a holiday at the 2017 Sonoma County Fair with a new carnival,
big name entertainment, live horse racing, and a whole lot of fun!*

SANTA ROSA, CA – December 16, 2016 – Get ready to celebrate a white Christmas in August as the Sonoma County Fair prepares to roll out 11 days of holiday fun. This year's theme, "Holidaze at the Sonoma County Fair" will be packed with all of your favorite traditions, such as trick-or-treating, block parties, and beer drinking – yes hops & barley imbibers can join in the celebration of National Beer Day! Save the dates, August 3 – 13 and look forward to a jolly good Fair!

Fairgoers will be awed by this year's Hall of Flowers, themed 'Holidays in Bloom' and designed to capture a cultural snapshot of each festivity. The centerpiece will showcase a 40' Christmas tree decorated to the hilt and surrounded in water. Look forward to lingering in the Mexican cemetery of pastel monuments and colorful décor as you make your way for the livelier exhibits of Mardi Gras and Cinco de Mayo. Enjoy a celebratory beverage in the New Years Garden and stroll through the glorious floral interpretations of Valentine's Day, Easter, St. Patrick's Day, 4th of July, and Thanksgiving.

"I am truly inspired by the nostalgia of memories created during the holidays. Year round we gather with family, friends, and loved ones to celebrate special days marked by tradition. The Hall of Flowers is the perfect venue to bring to life all of the magical moments experienced during those holidays," shares Hall of Flowers designer, Greg Duncan of Duncan Designs.

Of course the real fun happens when fairgoers get involved in the many activities, games, and contests easily found throughout the grounds. Kids will have a blast getting dressed up and trick-or-treating around the Fair, and guests of all ages will be invited for 'Zombies on the Run'. There will be Easter egg hunts and a bunny hop, gingerbread house and tree decorating. Join in the search for the pot of real gold on St. Patrick's Day. Renew your vows or celebrate a special anniversary on the big Ferris Wheel on Valentine's Day. And in true Fair fashion, look forward to celebrating some of the less traditional holidays, such as Talk Like A Pirate Day, Grandparent's Day, Backwards Day, and so much more.

Fairgoers will be excited to hear that the 2017 Fair will be bringing an all-new carnival to Sonoma County. Butler Amusements, now in its 47th year of operation, provides the newest and most exciting rides and



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attractions available in the carnival industry. Now the largest carnival company in the western United States, Butler Amusements will be bringing over 50 thrilling rides and games. Feature attractions will include the 100 foot tall Vertigo, Music Express, Inversion and the spectacular White Water Flume ride. In addition to individual ride tickets there will be unlimited ride wristbands available for purchase each day of the Fair.

Treasured for its turf track and famous jockeys, Wine Country Racing returns August 3-6, 10-13, and 18-20 (after Fair). That means 11 exciting days of live horse racing. Fairgoers can cheer on their favorite mount from the rail completely free with fair admission. For the more serious racing fans VIP seating, reserved boxes, and trackside dining are once again available. Be sure to reserve your tickets early, as the more popular seating sections sell out fast.

Due to the overwhelming success of last year, the Sonoma County Fair is bringing back the FREE Community Concerts Series. A terrific lineup of music will be free with Fair admission. Stay tuned for who's playing this year, as the band names will be released April 10.

Make this summer memorable by joining the Fair team! Job opportunities will be posted online May 1. Go to SonomaCountyFair.com/fair/jobs-volunteers.php for more information.

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 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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