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FOR IMMEDIATE RELEASE

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### Tulare County Fair Attendance Up 67.9%

TULARE – The numbers are in, and the 95<sup>th</sup> edition of the Tulare County Fair was a huge success.

Total attendance was up 67.9 percent – from 61,713 in 2013 to 103,594 this year. Food and beverage revenue was up 22.3 percent. The Dairy Replacement Auction and the Junior Livestock Auction grossed \$965,285.

The Garrett Bragg Memorial Livestock Auction netted an additional \$24,500 to support the family of the Redwood High School student. Over 3,000 school children toured the fair on School Days.

“This was a rebuilding year for the fair, and thanks to huge support from our communities, volunteers and sponsors, the fair was a great success,” said CEO Pamela Fyock. “However, we have more work to do. We are still raising funds through the Foundation for the show barn and other improvements to the grounds such as additional seating, cooling zones and misters for the livestock barns.”

Fyock noted that attendance was up dramatically over last year in spite of the heat, with temperatures about 10 degrees higher.

The 2014 Fair introduced new exhibits, an expanded carnival, new food booths, the antique tractor parade and a tractor pull. Fair-goers saw Buttercup the Cow come to life with 500 pounds of butter, experienced gourmet camping, a Walk on the Wild Side exotic animal display and more.

“I don’t anticipate the return of state funding so the fundraising and belt-tightening continues, but we were able to put on a fantastic fair that celebrates agriculture and delivered great value for families,” she added. “I’m grateful to the sponsors and proud of the volunteers and staff who made this possible.”

For information on the Tulare County Fair Foundation, contact the fairgrounds at 686-4707.