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FOR IMMEDIATE RELEASE

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Tulare County Fair Announces Contests for Readers and Merchants

TULARE – The Tulare County Fair will reward children with carnival ride tickets for every two books they read.

The Read to Ride contest is open to children kindergarten through eighth grade. Children will receive two ride tickets for every two books they read, and they will need to write a brief summary or draw a picture that describes the book. The ride tickets are valid on Thursday, Sept. 17; offer valid while supplies last.

All public libraries in Tulare County are participating in the contest.

Downtown merchants and banks in Tulare, Visalia and Exeter are encouraged to decorate their shop windows in the Tulare County Fair theme of “Farms, Food, Family and Fun,” and compete for free advertising in the Visalia Times-Delta/Tulare Advance-Register.

Applications are due by Aug. 7, and the competition runs from Aug. 14 through Aug. 28. Judging will take place Aug. 29. One winner will be chosen from Exeter, Tulare and Visalia and one overall winner will be chosen.

In addition to the judges’ decision, shoppers can vote for their People’s Choice favorite online at www.visaliatimesdelta.com. Second place prize is a family four pack with gate admission passes, a parking pass, four corndogs and four passes to the Destruction Derby.

For information on the contests, visit tcfair.org or call the fair office at 686-4707.