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MERCED COUNTY FAIR DEBUTS NEW BRAND WITH A RENEWED FOCUS ON ATTRACTING YOUNGER FAIRGOERS

MERCED, CALIFORNIA, January 12, 2017 ... The Merced County Fair Board of Directors, CEO, Teresa Burrola, and staff are excited to debut the new Merced County Fair corporate logo, which can now be found on the Fair's website and social media, then will begin to appear on signage around the Merced County Fairgrounds in the coming months. The new corporate logo with its crop rows and flag, replaces the old logo that had featured an antique plow that had been used since 1974.

"The creation of our updated brand for the Merced County Fair is rooted in our proud agricultural heritage. It represents the unwavering commitment of our richly diverse county; its present-day look is more relevant to a broader demographic base and more applicable for use in digital platforms where a wider audience can become more engaged in all that the Fair has to offer," explained Merced County Fair CEO, Teresa Burrola. "We are committed to remaining true to the core attractions of our Fair, while staying relevant to younger generations by adapting to new platforms to communicate and engage them."

For the past 125 years, the Merced County Fair has been an integral part of the fabric of Merced's community. At a time when some California fairs have struggled greatly and a few have even ceased to exist, Merced County Fair is coming off of a record year in 2016 with a 14% increase in attendance, drawing in more than 74,000 people during the five-day Fair. "That is a testament to the role our Fair plays in the community; it is an annual tradition where everyone comes together," said Burrola.

Plans are already underway for the 2017 Merced County Fair, which will run June 7 – 11. Entertainment is being secured, as well as new attractions and of course, food. Expect more announcements regarding the 2017 Merced County Fair in the coming months. To stay connected, follow the Fair on Facebook, Twitter and now, Instagram.

About The Merced County Fair:

The Merced County Fair, first founded in 1891, represents the 35th District Agricultural Association and is celebrating its 126th anniversary in 2017. More than 70,000 people from throughout Merced County and beyond attend the five-day Merced County Fair each June. Members of the Board of Directors include: Mark Erreca, President; Flip Hassett, First Vice President; Emily Haden, Second Vice President; Vicky Banaga; Lori Gallo; Lee Lor; Kim Rogina; Carol Sartori-Silva; and Dr. Santokh Takhar. Teresa Burrola heads up the daily operations in her role as CEO. The 2017 Merced County Fair will run June 7-11. For more information about the Merced County Fair, please visit www.MercedCountyFair.com.

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35th District Agricultural Association

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