

Media Contact:
Jordanna Dunn
Digital Marketing Manager, Rareview
jordanna@rareview.com
(949) 979. 5503

The 2025 Sacramento County Fair Opens This Week!

The wait is over! The Sacramento County Fair kicks off tomorrow, bringing an entire weekend of family-friendly fun, thrilling entertainment, and classic fair traditions to Cal Expo from May 22-26th.

This year's fair, themed "Cowboy Boots & Fair Roots," celebrates the best of Sacramento with exhilarating Grandstand Events, including Hot Rod & Smoker Truck Pulls, the Stars & Stripes Rodeo, Jaripeo, and the Destruction Derby. Fairgoers can also experience live music, incredible stage performances, interactive exhibits, carnival rides, and mouthwatering fair food that will keep the whole family entertained.

Kids and families won't want to miss the Live Shark Encounter, Butterfly Kingdom, Brad's World Reptiles, and the always-popular Western Express Railroad. With something for everyone, the Sacramento County Fair is the must-attend event of Memorial Day Weekend!

For details and tickets, visit www.sacfair.com.

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About the Sacramento Fair:

Over 100,000 guests will enjoy the Sacramento County Fair Memorial Day Weekend, May 22-26, 2025, at Cal Expo. 10,000+ young students will participate in educational school tours, and 5,000 local Sacramento residents will compete for awards in the livestock and competitive exhibit programs. This year's fair theme is "Cowboy Boots & Fair Roots."

About Rareview:

Agencies are a dime a dozen. The great ones are rare.™ Rareview is an award-winning agency that's built different—modeled as a consultancy with mind-blowing talent and a commitment to white-glove service at all levels. We partner with clients to make their companies grow.

For more information, please visit www.sacfair.com.

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