



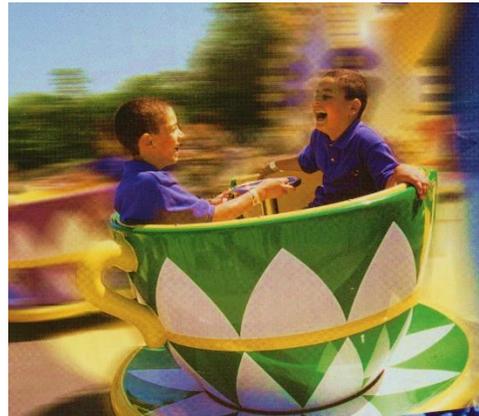
Free fair tickets for San Mateo County elementary and middle school students

Free admission and carnival ride tickets are for the taking for students who reside in San Mateo County.

Three unique student-focused programs are offered by the San Mateo County Fair that promote reading, education and affordable family fun. The fair's "**Ticket to Fair**" program offers a free fair ticket to every elementary school student in San Mateo County. The "**2 Books = 2 Rides**" program provides two free carnival rides to students 8th grade and under who complete book reports. And the fair's "**Free Class Tours**" features a tour of the fair, including time with the animals and reptiles. In 2017, more than free 24,000 tickets were distributed to students.

"Our fair offers numerous discounts throughout the season, but the highlights of our promotions are these that are student-focused," said Dana Stoehr, CEO of the San Mateo Event Center and Fair. "We strive to provide a diverse experience through education, inspiration and entertainment at our fair."

Ticket to Fair Program: This outreach program works directly with elementary schools in San Mateo County. The program is open to all elementary school students, grades kindergarten through 5th grade, including public, private and homeschooled students. To receive complimentary tickets for the 2018 fair, complete an order form by no later than May 1. The form is available online at sanmateocountyfair.com.



2 Books = 2 Rides: The literacy program is sponsored by Butler Amusements and is for students in 8th grade or below. To participate, students must receive their teacher's approval of the books. After reading two books, the student must submit two book reports in exchange for two complimentary carnival ride tickets. Book reports may be redeemed at the fair's Guest Services booth in the kids' carnival area. For more information regarding this program, and detailed rules, visit sanmateocountyfair.com.

Class Tours: This program provides a behind-the-scenes tour for schools still in session and seeking an exciting field trip. Tours include a private visit to the livestock barn, the Rainforest Adventure with exotic animals and reptiles, and the Butterfly Experience where kids can feed the butterflies. The guided tours also include a stroll through the Expo Hall, filled with thousands of creative exhibits. At the conclusion of the tour, each student receives a free fair ticket, good for a return visit with their family. Tours are limited to classes only and must be requested by the homeroom teacher.



To schedule a school tour, or for more information on any of the fair’s student-focused programs contact Justin Aquino, fair operations manager, at (650) 574-3247, extension 325, or jaquino@smcec.co.

The San Mateo County Fair is the Peninsula’s premier community event for Bay Area family fun and entertainment. The 2018 fair opens June 9 and runs through June 17. The San Mateo County Fair strives to provide a diverse experience through education, inspiration and entertainment. The annual Bay Area fair represents a celebration of our community's talent, interests, innovations and rich agricultural and artistic heritage. The 2018 fair is themed “We Build the Fun.”

Discount tickets admission, carnival and season passes are now on sale at sanmateocountyfair.com. #SMCF2018.

###