



San Mateo Fair's \$5 March Madness underway

14 March 2018 - San Mateo, CA: \$5 March Madness has been a slam dunk at the San Mateo County Fair with hundreds of fairgoers already scoring the savings.

Just last week, the San Mateo County Fair launched its first time March Madness Campaign, offering **\$5 admission tickets on sale during March only**. No matter the age (adults, seniors and juniors) **fair admission tickets are discounted to \$5—March 12 through March 31**. The \$5 price is over 65 percent off the fair time adult admission price of \$15.



Also on sale are discounted unlimited ride wristbands (\$28), good any day of the fair's 9-day run. **Tickets can be purchased online at sanmateocountyfair.com or in person** at the San Mateo County Event Center, 2495 S. Delaware (weekday business hours).

For concert lovers, Gold Circle admission is discounted –just \$40 (all ages) and for the **first time ever includes admission to the fair**. Other benefits of Gold Circle admission are **reserved concert seating** in Fiesta Hall (main concert stage), private entrance through Expo Café for the show, and easy access to the no-host bar and no-host food area. Those who prefer to forgo the prime seating benefits of Gold Circle admission, are invited **to attend the concert for free, on an open seating, space-available basis**. All concerts are free and included with fair admission.

Season passes are also on sale. Season passes will only be available on a pre-sale basis—season passes will not be sold at the gate during the run of the fair. Season passes, good for all nine days of the fair, are \$45 for adults (\$135 value), \$30 for juniors ages 6-12 (\$90 value) and \$30 seniors age 62+ (\$72 value).

[San Mateo County Fair's 2018 Concert Series](#) final lineup is: Sheila E. (June 9); TLC (June 10); Sugar Ray (June 13), Pablo Cruise (June 14), Average White Band (June 15) and John Michael Montgomery (June 16). All concerts are in Fiesta Hall, nightly at 7:30 p.m. World-renowned Master Illusionist Peter Gossamer will perform on June 11 and 12.

After the March Madness promotion concludes (beginning April 1) discount admission will still be available, but at the regular pre-sale discount prices. Pre-sale prices will be \$10 adult; \$8 junior (ages 6-12); and \$6 seniors (ages 62+). Gold Circle admission will continue to be discounted at \$40 and carnival wristbands will continue to be discounted at \$28.



Fair time (non-discounted) prices will be \$15 adult; \$10 junior (ages 6-12); \$8 senior (62+); kids 5 and under are free. Active military with ID are free; inactive military with ID \$5. Unlimited ride wristbands purchased during the fair will be \$30 (Monday through Thursday) and \$35 (Friday through Sunday). Gold Circle admission purchased during the fair will be \$45.

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."

Visit sanmateocountyfair.com to purchase tickets, for regular updates, contest entry, ticket giveaways and promotions. #SMCF2018.

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