



## Sheila E. to headline San Mateo County Fair

28 February 2018 - San Mateo, CA: “Follow the beat” to the San Mateo County Fair when Sheila E. takes the stage in June.

World-class drummer and percussionist **Sheila E.** is the fifth main stage act to be announced for the [San Mateo County Fair’s 2018 concert series](#). **Sheila E.’s concert** is slated for June 9 at 7:30 p.m. The concert will be **hosted by 102.9 KBLX**, the soul of the bay. **All main stage concert general admission seating is free with fair admission, on an open seating, space-available basis.** For reserved seating, the fair’s **Gold Circle admission** includes fair admission plus reserved prime seating in Fiesta Hall (main stage), private entrance through Expo Café for the show, and easy access to the no-host bar and no-host food area.

**The 9-day fair opens on June 9 and runs through June 17. Discount admission, carnival, and Gold Circle tickets go on sale on March 12 at [SanMateoCountyFair.com](http://SanMateoCountyFair.com).**

Discount fair admission prices are \$10 adult; \$8 junior (ages 6-12); and \$6 seniors (ages 62+). Discount Gold Circle admission is just \$40 (all ages). Discount unlimited ride wristbands are \$28, good any day of the 9-day run.

“Sheila E.’s inner rhythm is the pulse behind her trailblazing career that knows no bounds,” said Dana Stoehr, CEO of the San Mateo County Event Center and Fair. “Her music is drawn from her Latin roots and she has never lost sight of her Bay Area roots and her dream to perform.”



Family, faith and music were guiding forces for Sheila E. growing up in the Bay Area. Her music career was influenced by her “pops,” the legendary Pete Escovedo and producer/musician George Duke. In the late ‘70s, Sheila E. met Prince backstage. Their Purple Rain recording sessions—including her vocals on the 1984 classic “Erotic City”—morphed into launching her solo career that same year. Her debut album “The Glamorous Life” spun off the Grammy Award-nominated top 10 hit of the same name, plus a second top 40 single. She was the first female Music Director for a late-night talk show and received an Emmy nomination as Musical Director for “Fiesta Latina – A Performance at The White House.” Sheila E’s autobiography “The Beat of My Own Drum” was released in 2014.



While Sheila E’s career has ascended over the years, she credits the Bay Area for her foundation. “I used to sit on the corner outside of the local community center with Twinkies and 7-Up listening to Tower of Power, Sly and Larry Graham rehearse,” recalls Sheila E. “The sounds of the Bay Area molded me.”

Other concerts announced for the [San Mateo County Fair’s 2018 Concert Series](#) are: Sugar Ray (June 13), Pablo Cruise (June 14), Average White Band (June 15) and John Michael Montgomery (June 16).

The San Mateo County Fair is the Peninsula’s premier community event for family fun and entertainment. The San Mateo County Fair strives to provide a diverse experience through education, inspiration and entertainment. The annual 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](http://sanmateocountyfair.com) to purchase tickets, for regular updates, contest entry, ticket giveaways and promotions. #SMCF2018.

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