



For Immediate Release: May 10, 2016
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Embrace your Fair Theme — Cowboys & Carousels

Placerville, CA (May 10, 2016) – There are always lots of cowboys at the Fair, from the Chris Ellsworth Horse Clinic to the sweet little cowboys and cowgirls that come on Friday for Mutton Bustin'. And what would Fair be without a colorful carousel? This year's El Dorado County Fair Theme is "Cowboys & Carousels," encompassing the country and carnival aspect of our County Fair. *It just wouldn't be Fair without either one.*

The process for determining the Fair Theme has evolved over the years. After the Fair settled into its current home in the late 1930s, the Fair Board had committees that ran the entire Fair (and fairgrounds). One committee would come up with the theme and present to the rest of the board. Fast forward about 77 years— the fair staff starts discussing ideas for a theme in the fall at their annual planning retreat, and then for several months, a poster is up in the fair office; all ideas that staff and others come up with are attached with post-its. Jody Gray, the Fair Association CEO, enjoys the new process, "It gives everyone the opportunity to be part of the process, and we've had a lot of fun doing it this way." When choosing themes, the staff keeps in mind the possibilities of décor and contests, choosing one with plenty of decorating options.

One of the best things about knowing the Fair Theme, is incorporating it into what part you play at Fair, whether it's a commercial vendor booth, a Fair Entry, or just attending and

dressing 'the part'. Designing and decorating your booth, your entries, or your hog pen to include the theme is a great opportunity to let your creativity flow. Each year, the coveted 'Golden Johnny' is awarded for the best use of the Fair Theme when decorating the Livestock pens by the 4H and FFA kids, and another is awarded in the Still Exhibit entries. Many of the contests in the Fair Entry Guide include using the Fair Theme in your project, such as a birdhouse, a crocheted item or a decorated cake.

Get your discounted presale tickets (online or in the Fair office), then head out to Cowboys & Carousels, June 16 thru Father's Day, June 19 at El Dorado County Fair & Event Center, 100 Placerville Drive, Placerville CA. For more information and to enter the Fair, check our website at eldoradocountyfair.org.

Calendar:

Who/What:	El Dorado County Fair, "Cowboys & Carousels"
When:	Thursday, June 16 – Father's Day, Sunday June 19
Where:	El Dorado County Fair & Event Center, 100 Placerville Drive, Placerville, CA
Tickets:	Pre-sale: \$8-Regular, \$6 Junior & Senior; During the Fair: \$10-Regular, \$7 Junior & Senior. Attendees with active duty military ID get in FREE. Parking \$6 per car or take the free shuttle. (Check our website for details.)