



News Release

For Immediate Release

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**SANTA BARBARA COUNTY FAIR
HITS ALL TIME HIGHS**

Attendance, auction proceeds break records- The Santa Barbara County Fair drew the largest recorded crowd in its history last week, shattering records for both attendance and total proceeds from the Junior Livestock Auction.

More than 147,000 visitors flocked to the five day event at the Fairpark, which ended Sunday.

The 147,363 attendance is an increase of 17 percent from last year's 126,173 and it tops the 10 year high of 133,200 recorded in 2009. This year marked the 120th Annual county Fair, but attendance records have been kept since 1999, when CEO, Dennis K. Pearson took over.

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