



## **News Release**

For Immediate Release

April 26, 2010

Contact: Joe Brengle (805) 925-8824

### **2010 SANTA MARIA VALLEY STRAWBERRY FESTIVAL NUMBERS ARE IN**

SANTA MARIA—The 3-day annual event held April 23 – 25 at the Santa Maria Fairpark saw a overall attendance of 60,140 an 8% increases from 2009.

The Festival was blessed with great weather after a week of rain and wind the sun came out and so did the festival goers. CEO Dennis Pearson said we could not have asked for better weather.

The 2010 Strawberry Festival offered great FREE activities for children like the Kids Town America, The Great American Petting Zoo, Strawberry Pie Eating contest, the new Ag Magic Show and much more. The new, “Everything That Matters in the Kitchen”, Cooking Show was a huge success, and we all learned a few new strawberry recipes

All, in all, the 2010 Santa Maria Valley Strawberry Festival was an outstanding community event and the strawberries were “Red, Juicy, & Sweet”.

For additional information contact the Santa Maria Fairpark office at (805) 925-8824 or visit our website at [www.santamariafairpark.com](http://www.santamariafairpark.com).

#####