



News Release

For Immediate Release

May 2, 2011

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2011 SANTA MARIA VALLEY STRAWBERRY FESTIVAL

SANTA MARIA—The three day annual event held April 29th, 30th & May 1st at the Santa Maria Fairpark saw a overall attendance of approximately 55,000 an 8% decrease from 2010. CEO Dennis Pearson said even though we were down 8% he was very pleased with the overall attendance, due to the current status of the economy.

CEO Pearson said we could not have asked for better weather, considering the wind we had earlier in the week. It was nice to see folks enjoying the warm sunshine.

The 2011 Strawberry Festival “A Berry of A Good Time”, offered great FREE activities for children like Wild Life Experience, The Great American Petting Zoo, Strawberry Pie Eating contests, the new Ag Venture Land, Strawberry tasting and much much more.

Overall the 2011 Santa Maria Valley Strawberry Festival was an outstanding community event, with lots of strawberries for everyone to enjoy.

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

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