

FUN

THAT MOVES YOU

CAL EXPO



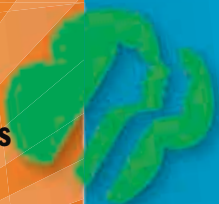
California
State Fair

July 12-29 | BigFun.org

DON'T MISS

NEW EXHIBITS!
NEW FUN!

- Wizard's Challenge, Powered by SMUD
- Birds In Paradise
- Toytopia 2.0
- Sun-Maid - 100 Years Of Fruit & Sunshine
- Girl Scouts Zone
- Wet 'n Wild California
- "The Flying Marbellos and Friends"
- California Lifestyle
- We Stand on Their Shoulders



Welcome to the Fair!

HI! I'M POPPY, THE CALIFORNIA STATE FAIR MASCOT. PEOPLE ARE ASKING ME: "WHAT'S **NEW** AT THE FAIR THIS YEAR?"

HERE ARE INSIDER TIPS, FAIRGOERS' STORIES AND A GUIDE TO MUST-SEES AND MUST-DOS. I HOPE IT INSPIRES YOU TO JOIN ME AT THE 159TH CALIFORNIA STATE FAIR AND ALL THE

FUN THAT MOVES YOU!

THINK YOU KNOW THE STATE FAIR?

LOOK FOR THE MAGNIFYING GLASSES HIDDEN IN THIS GUIDE AND TEST YOUR KNOWLEDGE! IF YOU NEED A CLUE, BE SURE TO SCAN THE QR CODES BY EACH QUESTION! WRITE YOUR ANSWERS IN THE SPACES AND BRING THIS COMPLETED ANSWER SHEET TO GUEST SERVICES AND CLAIM YOUR PRIZE. (While supplies last.)



1. _____

2. _____

3. _____

4. _____

5. _____

Building Fair Traditions



DON'T MISS

Growing up in Sacramento, I looked forward to the State Fair each summer. Now that I have a family of my own, I can't wait to introduce our 3-year-old daughter to all the things I loved so much when I was little: the animals, the rides and the fun we can have as a family.

This year, I'm proposing that our family tradition begins with the animals, including visits to the Livestock Pavilion, Nursery and the Dairy Center. In the cool of the morning, it's fun to watch the amazing creatures being groomed for the day ahead. And, for sure, we'll stop by Farmyard Babies to pet and feed the adorable critters (a handful of feed costs just 25 cents.)

My husband's favorite location is "The Farm." I suspect it will be our next stop. Not having a particularly green thumb, he enjoys learning new ways to make his garden grow. I'm curious to see how my companions deal with the creepy crawlies in the Insect Pavilion and being able to touch fish in the Aquaculture exhibit. I want to make a stop at Camp Smokey. I remember when I was introduced for the first time to Smokey the Bear and Woodsie the Owl. I wonder if they will be as engaging now.

Since we are a budget-conscious family, I plan to pack a picnic. Yes, you can bring food to the State Fair, as long as there is no alcohol, glass or aluminum cans. We'll be scoping out a shady spot near the Floriculture tent, which this year, houses Birds in Paradise. It's a great place to rest a bit and do some serious people-watching.

Once fortified, I will propose that we head to a new featured attraction called Wizard's Challenge. I understand there are lots of fun activities for the whole family there. Then we'll head to Expo Center. My daughter may be too young to appreciate the retro toys in Toytopia 2.0, but we can leave Dad there while we check out the bunnies and chicks in Fur and Feathers.

When it starts to get dark, we'll need to head to Kids Park. We're not quite ready for the Magical Midway, so for now, we will settle for the "child-friendly rides," including the Michael Jackson Neverland ride Balloon Samba.

Now that I have a family of my own, I can't wait to introduce our 3-year-old daughter to all the things I loved so much when I was little: the animals, the rides and the fun we can have as a family.

I'm hoping my husband will win a huge stuffed animal for my daughter as her first souvenir of the California State Fair.

No doubt, we will all be wiped out when it comes time to go, but a really good mark of the day will be our daughter falling asleep before we leave the parking lot.



LOOK FOR THESE FREE ACTIVITIES!

- Save Mart Supermarkets California FoodStyle
- Ag Ventureland
- Youth Art & Design
- California's Counties Exhibit
- Splash Dogs (7/12 - 7/15)
- Diane Olds Rossi's Magical World Of Dancing Horses
- California Forest Center
- Creative Arts
- Operation Postcard
- Stilt Circus
- Nightly Fireworks

#1 - WHO IS ABBEY?



**DON'T
MISS**

FOR THE DAREDEVIL IN US ALL!

- Bungee Jump
- Giant Pole Position Spinning Roller Coaster
- Mechanical Bull
- Sacramento Mile (7/28)
- UFC Fighters Meet & Greet
- Metal Mayhem Destruction Derbies (7/21-22)
- Tony Hawk & Birdhouse Left Coast Tour (7/16)
- Dodgeball in Miller Lite Grandstand
- Golden Bear Amateur Boxing (7/29)

#2 - AGES
K-6 CAN
READ TWO
BOOKS AND
RECEIVE
WHAT?



TEEN SCENE AT THE FAIR

For years I have gone to the Fair with my family. Now that I'm older, it's my Fair on my terms. I'm looking forward to doing what I want, when I want — unless my friends decide differently.

I'm a little dorky, I admit. I love riding the Monorail. It's going to take some effort to convince my friends, but if I get my way, we'll be doing it before anything else. I like to see everything the Fair has to offer and then strategically plan my day.

I can almost predict that we'll get our "shop on" next. The vendor buildings have it all, right down to the stuff that's "as seen on TV." It's also a great place to pick up S.W.A.G. (Stuff We All Get) and who doesn't like free stuff? It's a great place to stock up on pens, pencils, free samples, and enter drawings to win! (Hey, I'm on a college budget!)

Before moving on to the really big stuff, I hope we all cram into one of those phone-booth photo shops and have our picture taken or maybe chill a while on a Footzie-Wootzie.

My boy friend (he's just a friend, Mom) and his friends want to check out Tony Hawk (7/16), Studio 102 (7/18, 7/25) and Metal Mayhem destruction derbies (7/21-22). Really, can you be any more of a guy? My girlfriends want to get henna tattoos and we're hoping (fingers crossed) that the Hair Design people are back again this year.

Of course, we'll hit up the Magical Midway. We are totally amped about the new rides, and I might even get up enough nerve to try the Zillerator. Sweet!

As we're walking to the car, I suspect we will be having one last funnel cake or corn dog while enjoying the sight of the nightly fireworks.

This year, it's my California State Fair, my rules.



**We are totally amped
about the new rides,
and I might even get up
enough nerve to try the
Zillerator. Sweet!**

A LOVE A FAIR

The State Fair is a great place to go with the one you love. Whether it's a first date or after many years together, where else will you find such a great selection of food, drink and entertainment?

When I was single, a date to the California State Fair included roller coaster rides full of G-force twirls and free-fall drops that defied belief. To impress a date, it sometimes meant that I ate too many corn dogs or too much of something deep-fried on a stick. And a must-do on a Fair date was trying to win the largest stuffed animal known to man.

**As a married couple,
we still make time for a
few dates at the Fair.**

**DON'T
MISS**

HEY LOVEBIRDS!

SPICE UP YOUR DATE AT THE STATE FAIR. BRING YOUR SPECIAL SOMEONE AND ENJOY A FULL DAY OF BIG FUN.

- Award-Winning Wines in Savemart Supermarkets Wine Country
- Blues and Brews
- Thoroughbred Horse racing in Miller Lite Grandstand
- The Big Beef Rib media celebrities eating contest at Coca Cola Main Promenade
- Hypnotist Suzie Haner at PG&E Center Stage
- Original Norman Rockwell Paintings
- Friends of the State Fair Brewfest (7/28)
- Wonderbread 5 on Promenade Stage (7/13)
- California State Karaoke Championship (7/14)
- Studio 102 & KSFM (7/18, 7/25)



Butler Amusements' Magical Midway

Wandering through the glittering neon and incandescent lights — or even seeing them from the freeway — the Magical Midway is enchanting.

You can't miss the 100-foot-tall Giant Wheel, which dominates the midway day and night.

Making its debut this year is the White Water Log Flume. Say goodbye to your parent's log ride, and prepare to get soaked as a log built for two climbs 30 feet, rounds a bend and then plummets. Before you wipe the water from your eyes, it will whisk you back up 50 feet for an even bigger splash! This should be the hottest way to stay cool this summer!

Butler has your ticket somewhere on the Magical Midway.

Adrenaline junkies will appreciate the new High Fly'n Zip Line. Get together with your four closest friends or the last faces you'll ever see (just kidding) and jump from a 45-foot platform and streak 600 feet from the back of Expo Center to near the Xtreme Zone.

The company responsible for creating the magic at the California State Fair for the past three years is Butler Amusements. Owner Butch Butler died last year, but his family continues to operate the largest carnival company in the western United States.

Butler Amusements remains true to its founders' original commitment to be "the cleanest show in the West." Marketing director Andrea Owens says within its arsenal of rides and games, there's a chance to have all kinds of fun. Butler has your ticket somewhere on the Magical Midway.

#4 - HOW OLD IS THE CALIFORNIA STATE FAIR?



DON'T MISS

MIDWAY/XTREME ZONE FUN!

- Neverland Bumper Cars
- Monster Truck Rides
- White Water Log Flume
- Turbo Force
- High Fly'n Zip Line
- FMX Motocross
- Tilt-A-Whirl
- YOTech Racing Simulator
- Grand Carousel
- Chevy Ride and Drive

AND WITNESS ...

GUINNESS WORLD RECORD ATTEMPTS!

Largest Margarita Cocktail, The Calarita (7/13)

Longest Ride On A Ferris Wheel (7/23)



Fair Menu

The State Fair is known for its food, so come hungry and treat yourself to a traditional or an unusual bill of fare.

New this year is the Big Beef Rib, created by vendor Dominic Palmieri and sold at Teri's BBQ. The 17-inch-long rib bone boasts 24 ounces of marinated, USDA prime beef that was rubbed with a mixture of sea salt, black pepper and granulated garlic before being smoked with pecan wood and finished on the grill! WOW!

If your sweet tooth starts screaming, the Fair has that covered. Check out the Berry Factory for chocolate-covered strawberries and wine grapes. Prefer something a little more refined? Look for Cloud 9's stand and its fluffy beignets. They're just like taking a bite out of a cloud. And the Fire and Ice stand is serving chocolate-covered bacon! The sweet coating and the smoked pork belly beat the pants off any salty-sweet duo in town.

The Big Beef Rib



New this year is the Big Beef Rib, created by vendor Dominic Palmieri and sold at Teri's BBQ.

Many food vendors offer healthy and vegetarian options. A new stand called Cheese Works will sell gooey grilled-cheese sandwiches with apple slices. Pon's, acclaimed for its sweet-and-spicy orange chicken, also will serve edamame (soy beans) and refreshing fruit cups.

DON'T MISS

STEP UP AND PLACE YOUR ORDER!

- State Fair Breakfast Burrito
- BBQ Corn and Turkey Legs
- Deep-fried Cheeseburgers (with 5-alarm jalapeno cheese)
- Sorbetto-filled fresh fruit
- Mac 'n' Cheese on a stick
- State Fair Corn Dog
- Funnel Cakes
- PB&J Sundaes
- Dirt to Dish Demos
- MLE & Hooters Wing Eating Contest (7/14)
- Corn Dog Eating Contest (7/21)
- Best Firehouse Chef Competition (7/29)

GET YOUR GROOVE ON!

Check out the tunes of these top performers over at the Golden1 Stage. Purchase Gold Circle Reserved Seats early or listen for free with fair admission. And don't forget about the free performances happening daily over on the Promenade Stage.

Thurs 7/12 8pm, \$13

THE FAB FOUR - THE ULTIMATE TRIBUTE

Fri 7/13 8pm, \$19

HAPPY TOGETHER TOUR
featuring The Turtles' Flo & Eddie, The Monkees' Micky Dolenz, The Buckingham, Grassroots and Gary Puckett & The Union Gap

Tues 7/17 4pm, FREE

RADIO DISNEY "N.B.T." COCO JONES

Wed 7/18 8pm, \$19

CODY SIMPSON

Thurs 7/19 8pm, \$19

RICK SPRINGFIELD

Fri 7/20 8pm, \$15

LANDAU EUGENE MURPHY, JR.

"America's Got Talent" Winner

Sat 7/21 8pm, \$23

SCOTTY MCCREERY

"American Idol" Winner

Mon 7/23 8pm, \$13

DAVE MASON

Rock & Roll Hall Of Fame

Tues 7/24 8pm, \$19

HOT CHELLE RAE

Wed 7/25 8pm, \$13

JIM MESSINA

Fri 7/27 8pm, \$22

JOAN JETT & THE BLACKHEARTS





Save Big And Have Big Fun!

KIDS DAY

Every Tuesday, children 12 and under are admitted free, and all rides are \$1 for everyone. Sponsored by California Family Fitness.

WELLS FARGO SAVINGS DAYS

Every Wednesday, admission is only \$6 for everyone, and unlimited-ride wristbands are just \$15. Sponsored by Wells Fargo Bank.

62 & BETTER! DAYS

Every Friday, adults 62 and better are admitted for \$8 before 8pm and can ride the Giant Wheel and Grand Carousel in the Magical Midway for free. Sponsored by Butler Amusements, Inc. and Avalon Hearing Aid Centers, Inc.

THE ULTIMATE COUPON BOOK

On sale now for \$5. Offering 100 coupons for fun things to eat, drink, buy and do! Over \$3,000 in savings!

**TICKETS ON SALE AT
WWW.BIGFUN.ORG OR
AT THE STATE FAIR
BOX OFFICE, LOCATED
AT THE MAIN GATE.**



California State Fair JULY 12 - JULY 29

FAIR HOURS

Mon - Thurs: 11am - 10pm

Fri - Sun: 10am - 10pm

MAGICAL MIDWAY

Mon & Thurs: 2pm - 11pm

Tues: 11am - 11pm

Wed: noon - 11pm

Fri - Sun: 11am - midnight

KIDS PARK

Mon - Thurs: 11am - 11pm

Fri - Sun: 11am - midnight

#5 - WHAT'S THE
NAME OF THE
VOLUNTEER GROUP
SO HELPFUL TO THE
STATE FAIR?



GO GREEN AND SAVE ON GAS!

**RIDE THE BUS TO THE FAIR
AND SAVE \$2 ON ADMISSION
BY SHOWING YOUR RT TICKET!**