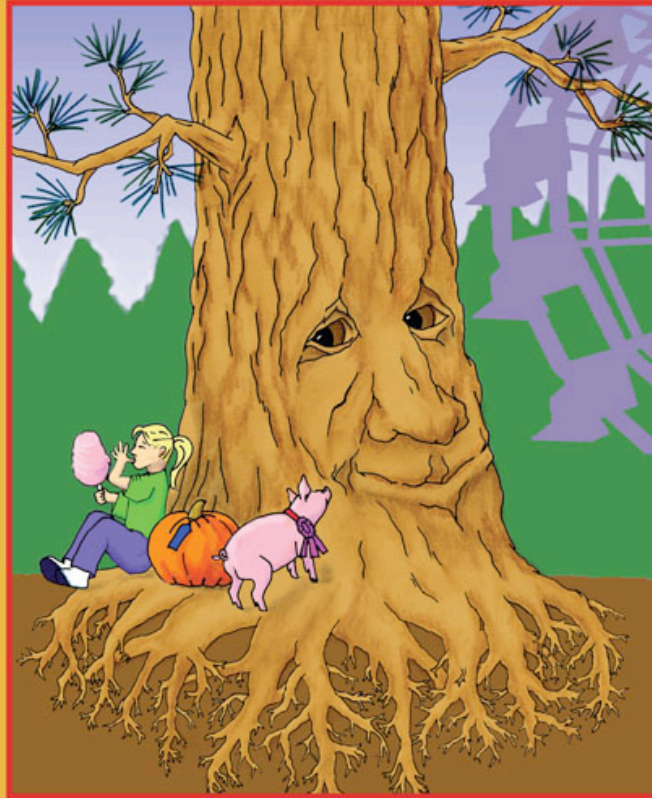


NEVADA COUNTY
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ROOTED IN TREE·DITION
AUGUST 11-15, 2010

Nevada County Fairgrounds, 11228 McCourtney Road, Grass Valley
(530) 273-6217 • www.NevadaCountyFair.com

Media Kit

Proud Partners



Fair Facts

Dates: Wednesday, August 11 – Sunday, August 15

Where: Nevada County Fairgrounds
11228 McCourtney Road
Grass Valley, CA 95949

Gates Open: Gates open each day at 10 am, and close each evening at 11 pm
Friday – gates open at 9 am for People with Disabilities
Exhibit buildings open at 10 am – 10 pm; Sunday until 9 pm

Website: www.NevadaCountyFair.com

Facebook: Nevada County Fairgrounds

BlogSpot: www.nevadacountyfair.blogspot.com

Phone number: (530) 273-6217

FAX: (530) 273-1146

General

Information:

Admission:

Adults: \$8

Seniors 65 and older: \$6

Children 6-12: \$3

Children 5 and under: FREE

Parking:

\$6 per car

Gate 1 – Disabled and Permit Parking

Gate 4 – General Parking

Gate 8 – Livestock Parking

Free parking is available at Nevada Union High School, with a free shuttle running to the Fair every half hour, Wednesday through Sunday, starting at 8:30 am. The last return shuttle leaves the Fair at 11:30 pm.

For \$3, the Gold Country Stage also provides daily shuttles to and from the Fairgrounds.

Contacts and Board of Directors

Contacts:

Sandy Woods, Chief Executive Officer
sandy@nevadacountyfair.com

Robin Hauck, Deputy Manager
robin@nevadacountyfair.com

Media Requests, Advertising, Publicity:
Wendy Oaks, Publicist – wsoaks@gmail.net

General Information:
info@nevadacountyfair.com

Fair, Draft Horse, and Country Christmas Fair Concessions:
concessions@nevadacountyfair.com

All Draft Horse Classic Tickets, Camping, and Entry Information:
dhc@nevadacountyfair.com

Fair Entertainment Only:
entertainment@nevadacountyfair.com

Fair Entries:
entries@nevadacountyfair.com

All Non-Fair Rentals and Group Camping:
rentals@nevadacountyfair.com

General Camping:
rvcamping@nevadacountyfair.com

Sponsorship Opportunities:
Craig Hoddy – craig@nevadacountyfair.com

Nevada County Fairgrounds Foundation, Inc.
info@nevadacountyfair.com

Board of Directors:

Simi Lyss, *President*
Sandy Ballou
Skip Lusk
Jeanette Royal
Ron Wolfson

Art Whitney, *Vice President*
Tom Browning
Arnie Romanello
Bill Schultz

Promotional Days

Special Days:

Scholar Students' Day

Wednesday, August 11

Honor roll students, by invitation from the Superintendent of Schools, receive free admission from 10 am to 5 pm.

Presented by The Union Newspaper

Kid's Day

Thursday, August 12

Kids 12 and under receive free admission from 10 am to 5 pm

Presented by KNCO Newstalk 830/Star 94 FM

Day for People with Disabilities

Friday, August 13

Disabled persons and a guest get in for free from 10 am to 5 pm

Presented by Pacific West Pharmacy, Inc. and Freed, The Independent Living Resource Center

Salute to our Armed Services Day

Saturday, August 14

All active military who show ID are admitted for free

Presented by Nevada County Contractors' Association

Community Involvement Day

Sunday, August 15

Bring a can of food to the Fair and receive \$1 off adult admission. All food will be donated to The Food Bank of Nevada County.

Presented by YubaNet.com and The Food Bank of Nevada County

2010 Special Food Contests

Special Food Contests for Kids

Daily at 3 pm in the Special Events Tent

- “Maple” Flavored Sugar Cookies
Wednesday, August 11
- “Pine”-Apple Upside Down Cake
Thursday, August 12
- “Tree-licious” Cupcake
Friday, August 13
- “Firehouse” Salsa
Saturday, August 14
- “Spruced” Up Berry Pie
Sunday, August 15

Special Food Contests for Adults

Daily at 6 pm in the Special Events Tent

- “Raccoon Hollow” Cheesecake
Wednesday, August 11
- “Oak-E-Dokey” Potato Salad
Thursday, August 12
- “Pine-tingling” Salsa
Friday, August 13
- “Barking” Up the Tree Chocolate
Saturday, August 14
- “Unbe-Leaf-able” Vegetarian Delight
Sunday, August 15

Special Food Contests are sponsored by Paulette’s Country Kitchen

2010 Fun Contests

At the Nevada County Fair, there are exciting contests and activities going on each day! Here are a few of the fun contests planned for this year's Fair. **There are no entry forms or fees for these events. Just show up _ hour early at the Special Events Tent** and get ready to play.

- **Out on a Limb:** Based on the popular television show, "Minute to Win It," this fun contest encourages contestants to complete a stunt within a minute to win prizes. Held on Wednesday and Friday from 1 – 2 pm.
- **Scrapbook Page Layout:** If scrapbooking is your thing, here's your chance to have some fun and win a prize. Join us on Thursday, 4 – 6 pm. *Supplies donated by Ben Franklin.*
- **Diaper Derby:** How fast can your baby crawl? Join us on Sunday from 4 – 5 pm to find out. There are two categories: 6-9 months (must crawl 8 feet) and 10-12 months (start on knees and crawl or walk 10 feet). Limited to the first 20 contestants in each age category.
- **Locks of Love:** The Designer's Hair Salon is sponsoring a Locks of Love event on Saturday from noon to 3 pm. Donate your hair to help provide a hairpiece to financially disadvantaged children suffering from long-term medical hair loss. Stylists will be available to assist with the donation process, as well as to style your hair for free. To donate to Locks of Love, hair must be 10" or longer, clean and dry, and free from bleach.
- **Rock Band 2:** Show off your rock star talents for the audience to enjoy – Friday evening from 7 – 9 pm. *Sponsored by Sierra Theaters.*
- **Text Messaging Speed Contests:** Think you can text faster than anyone? If so, join us on Friday from 4 – 6 pm. This is for children and adults alike. *Sponsored by 4G/Verizon Wireless.*

Squash and Twig Mobile Races: Attach wheels to a squash or a twig and watch it go. This fun happens on Friday at noon. *Sponsored by Betty's Toys and Hobbies.*

- **Flower Pot Fantasy:** Here's your chance to decorate a flower pot from provided supplies. This contest takes place on Saturday from 4 – 5 pm.
- **Gift Wrapping Contest:** You'll have 30 minutes to create a gift wrapped box out of a variety of supplies. Join us from 2 – 3 pm on Wednesday. *Supplies donated by Foothill Mercantile.*
- **You Can Call Me Martha:** Do you have a flair for decorating? You'll have 30 minutes to create something special for the home. Thursday from 2 – 3 pm. *Sponsored by Foothill Mercantile.*

Events & Exhibits

- ***Ag-Sperience (in the Livestock Area)*** – a fun area to visit to learn all about agriculture in Nevada County. It is here that you'll find an embryology display – where Fair-goers can see baby chicks hatch – Master Gardener demonstrations, and the Fur and Feathers small animal display! There are also hands-on activities for kids, guessing games, and information about everything from forests to raising alpacas. This one-stop area makes learning about agriculture informative and fun!
- ***B.I.N.G.O (at the cement pad, inside Gate 3)*** – hosted by Ghidotti Early College High School, the Bingo booth is back! Featuring daily and nightly games – Fair-goers play for points and then buy prizes with those points.
- ***LEGO Experience Tour (near Gate 5)*** – the LEGO® Experience Tour invites families to get “hands-on” and “minds-on” with LEGO bricks, video games and more! Whether playing with LEGO toys for the first time or rediscovering a childhood favorite, this engaging, family-focused event has something for everyone!
- ***Ag-Venture Kids Area – Cowboy Boot Camp (in the Magic Forest area)*** – the Great American Animal Entertainment Company presents Cowboy Boot Camp. This interactive and educational agricultural exhibit features old west themed hands-on activities and crafts. With a village type atmosphere, young Fair-goers are immersed in the feel of the old Wild West with fun activity stations like gold panning, roping, horse saddling, dressing up like a cowboy or cowgirl, learning to lasso, and much more!
Sponsored by Mike Bratton State Farm Insurance.
- ***JD Platt's K9 Kings (on the green)*** – this highly entertaining and popular canine entertainment show features 13 different breeds, the only daredevil dog agility, one of the rarest breeds in the world, the fastest Frisbee® dog in the world, a large meet greet and pet area, multiple trainers, and high-flying trick dogs. *Sponsored by Teichert Aggregates.*
- ***Matt "The Maverick" Burton*** – this illusionist and magician's riverboat gambler magic act is a treat for any audience. With an artistic slight of hand, he is able to combine a perfect blend of excitement, comedy and mystery.
- ***Tom Duff, Stock Dog Trainer (in the Horse Arena)*** – stop by and watch Tom perform his stock dog demonstrations. These dogs are amazing!
- ***Ag Mechanics Auction*** – Friday, August 13 at 5 pm at the Sugar Pine Lodge Patio

Events & Exhibits

- **Junior Livestock Auction** – Sunday, August 15 from 8 am – 3 pm at the Magonigal Sale Ring, located in the Whitney Pavilion. *Sponsored by Citizens Bank of Northern California.*
- **The Enchanting Magic Forest** – Centered in the Magic Forest, enjoy The Tumbleweed Stage with Alkali and his many friends magically engaged in puppetry, music and storytelling. *Sponsored by Scope Landscape Management, Inc.*
- **Fire Prevention Mobile Education Trailer** – an interactive fire awareness trailer provided by Nevada County Consolidated Fire District. Located in the Magic Forest area.
- **Exhibit buildings** – filled with more than 10,000 creations that showcase our community's vast array of talents.
- **Five stages with on-going, live entertainment** – featured acts range from local favorites to Whiskey Dawn, The 60's Summer of Love, Nathan Owens Motown and Soul Revue, and Mogollon.
- **Karaoke** – every night in the Special Events Tent. *Sponsored by 10 Minute Oil Change and Lube.*
- **Idol Competition** – Wednesday night at 9 pm at the Pine Tree Stage. *Sponsored by Old Town Café.*
- Barns full of livestock
- Carnival rides and games

See www.NevadaCountyFair.com for the Daily Fair Schedule
that includes a complete list of entertainment,
exhibits and demonstrations

Arena Events

Nightly at 7 pm

Adults: \$12

Kids (12 and under): \$8

- Wednesday, August 11 – **Professional Bull Riding**
- Thursday, August 12 – **Rodeo**
- Friday, August 13 - **Tuff Truck Racing & Monster Trucks**
Come see the roar of the incredible Monster Trucks. Awesome Tuff Truck races will finish off the night with the grandstand crowd roaring on their local favorites.
- Saturday, August 14 - **Free Style Moto X Riders & Monster Trucks**
Free Style Moto X will show the crowd incredible professional free style riders pushing the edge through the air. The evening finishes with the Big Monsters roaring their engines with amazing feats of power and destruction.
- Sunday, August 15 - **Demolition Derby**
Tradition at its best! Always a sell out – advance sale tickets are highly recommended.

NorCal Beverage Company/Budweiser is the Presenting Sponsor of the Arena Events

Mutton Bustin' and Calf Scramble

Featured in the Arena during the Professional Bull Riding on Wednesday and the Rodeo on Thursday will be Mutton Bustin', where eight young cowboys and cowgirls between the ages of 5 and 7 years old will get the chance in the arena each evening to mount their trusty sheep and head for the thrill of their young lives.

Also featured at the Arena on the same two nights will be the Calf Scramble, where ten teams, each consisting of a boy and girl, will compete with one another to catch, halter and coax their calf across the finish line. *Sponsored by PremierWest Bank.*

Sponsor a Car in the Demolition Derby and Raise Money for Charity

For the third year, the Nevada County Fair is providing organizations and businesses the opportunity to sponsor and drive a car in the Fair's popular Demolition Derby, while at the same time raising money for a favorite charity or service organization. Organizations and businesses can purchase a car for \$500 and the Fair will provide a Derby car to use in the Demolition Derby. The organization can choose to provide its own driver or the Fair will provide a driver for the car. The sponsored Derby cars will participate in their own event at the Demolition Derby, held on Sunday, August 15, at 7 pm in the Arena. The last of the sponsored cars moving will receive \$1,000 towards the charity or service organization of their choice.

Dates to Remember

Nevada County Fair

- August 10 – 14, 2011
- August 8 – 12, 2012

Draft Horse Classic and Harvest Fair

Heralded as the premier Draft Horse Show in the Western United States, this event features the Draft Horse performances that have been drawing crowds for more than 23 years. In addition to the spectacular performances by the Gentle Giants, there will be art, events, and entertainment for all to enjoy.

- September 23 – 26, 2010
- September 22 – 25, 2011
- September 20 – 23, 2012

Halloween at the Fairgrounds

Hosted by the Fairgrounds Foundation, this fun Halloween event features a yummy barbecue, games, treats for the kids, a pie auction and cupcake walk, a costume contest, a live auction, and a scarecrow contest Fun for big and little kids!

- Saturday, October 30, 2010

Country Christmas Faire

Begin your holiday season with a small-town glimpse of Christmas at the annual Country Christmas Faire. Rated as one of the top handcrafted shows in Northern California, the Faire features unique gifts from more than 100 top artisans. Visitors will enjoy strolling live entertainment, festival foods, Santa and his elves, and a community bon-fire.

- Always Friday through Sunday following Thanksgiving

RV Camping and Park

Whether you're visiting one of the Fairground's many activities or visiting the area for a vacation, the RV Park at the Fairgrounds is open year round. It has 44 sites with full hook-ups, approximately 100 sites with water and power hook-ups, and numerous dry camping sites. Showers and two convenient dump stations are located within the camping area.

Story Ideas

For story ideas, or information about the Fair, the Draft Horse Classic or the Country Christmas Faire, contact Wendy Oaks, Publicist for the Nevada County Fairgrounds, at (530) 273-6217 or via e-mail at wsoaks@gmail.com.

- VIP Derby (sponsor a car at the Demolition Derby)
- Fire Prevention Mobile Education Trailer (Nevada County Consolidated Fire District)
- Special Events Tent (ongoing, fun, daily contests)
 - Diaper Derby
 - Rock Band 2
 - Locks of Love
 - Text Messaging Speed Contests
 - Squash Mobile Races
- Whitney Pavilion
- Nevada County Fairgrounds Foundation
- The Food Bank of Nevada County and the Nevada County Fair Partnership
- Kids Corner
- Entertainment
 - Various stage entertainers
 - JD Platts K9 Kings
 - Lego Experience
 - Matt “The Maverick” Burton: Illusionist and Magician
- Arena Events
- Treat Street Vendors and the non-profit organizations they represent
- Upcoming Events – Draft Horse Classic, Country Christmas Faire
- Behind-the-Scenes
- Special Events – opening ceremonies, Junior Livestock Auction, Ag Mechanics Auction
- Special Food Contests for Kids and Adults
- History of Nevada County Fairgrounds