



MEDIA ALERT
August 31, 2017

**Educating Young Minds at the California State Fair K-6th Grade
Farm Tours**

***Announcing a Blue Ribbon Brunch at the Farm Fundraiser
September 10, 2017***

What: The Kaiser Permanente Farm at Cal Expo K-6th Grade Farm Tours start September 12th. The Kaiser Permanente Farm presented by Save Mart is a jewel of the California State Fair. The **3.5** acre farm is a living, growing exhibit that provides a snapshot of California's massive agriculture and food production industries. The Farm grows over **90** varieties of fruits and vegetables from squash, eggplant, kiwi, cotton, chili peppers, corn, melons to pumpkins.

The Farm is an essential part of educating young minds about healthy foods, how foods get from the farm to the table and opens their minds to possible careers in agriculture.

Funds raised for the Farm will go towards program materials for the year-round farm tours, new fruit trees, tools and supplies. The Friends of the California State Fair hosts this major fundraiser and tickets and donations are tax deductible.

When: California State Fair Blue Ribbon Brunch – **Sunday, September 10**
10:30 a.m. - 1:30 p.m.

Who: Enjoy a three-course farm-to-fork feast prepared by:

- **Official California State Fair Chef Keith Breedlove** - owner of the Culinerdy Crüzer food truck. Chef Keith's creations are unique and delicious. He constantly challenges himself to bring out the flavor of local ingredients.
- **Santana Diaz Executive Chef at Legends, Golden 1 Center** - Most recently, Chef Diaz joined the Legends Hospitality team from Levi's Stadium in Santa Clara. He was the Executive Chef for Super Bowl 50 in 2016 where he and his team executed the first true Farm-to-Fork NFL experience.
- **Pro Chef Champion Jill Campbell** - Former California State Fair Pro Chef Challenge winner, she runs her own Custom Cakes and Catering business from her home called Our Kitchen Table. She is always learning and testing new techniques to create exciting, beautiful, and delicious works of art.

Featuring local ingredients plus award-winning wine and beer and recipes made from the best of show desserts from the California State Fair competitions.

How: Help Friends of the California State Fair, a non-profit organization, raise funds for year-round K-6th Grade Farm Tours.

For Tickets: CAStateFair.org/Brunch or call (916) 263-3276.
\$100.00 PER TICKET | \$750.00 PER TABLE OF 8

Where: California Stat Fair Kaiser Permanente Farm presented by Save Mart at Cal Expo.

Media: To interview the Chefs, visit the Farm or for any coverage questions, please contact Margaret Mohr, Deputy General Manager at California Exposition and State Fair: mmohr@calexpo.com, (916) 365-7220 or (916) 263-3598.

ABOUT CAL EXPO

Cal Expo is home to the California State Fair and plays host to hundreds of other signature events each year. Featuring 400 acres of open space along the American River Parkway and 350 beautifully landscaped acres, Cal Expo facilities were dedicated as a place to celebrate California's achievements, preserve a slice of Americana, and provide a window into the future.

Originally established in 1854, the California State Fair is dedicated as a place to celebrate California's achievements, industries, agriculture, diversity of its people, traditions and trends that shape the Golden State's future. We invite you to join us for the 165th California State Fair July 13 - 29, 2018.

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The California State Fair 1600 Exposition Blvd. Sacramento, California 95815 United States (916) 263-3000