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## **The CA State Fair & Food Festival Makes Waves with Weekly SMUD Giving Monday and Kids Day Tuesday Initiatives**

**SACRAMENTO** — The CA State Fair & Food Festival is in full swing, with thrilling attractions, delicious food, engaging concerts, and our special community-focused initiatives - SMUD Giving Monday and Kids Day Tuesday - both set to repeat every week of the fair.

SMUD Giving Monday is an opportunity for fairgoers to give back to the community while enjoying a day at the fair. On every Monday of the fair, guests are invited to bring five or more non-expired, nonperishable items in exchange for a free same-day admission ticket. This fair season, we launched our first SMUD Giving Monday on July 17 and are excited to continue this initiative on July 24.

Every Tuesday is Kids Day, with free admission for children 12 and under. This includes \$2 per carnival ride for guests of all ages. To enhance the experience for our young visitors, we also offer the 'Read to Ride Program', an initiative designed to encourage children to read during the summer. For every two books they read, children receive two ride tickets and a monorail pass—a value of \$15!

“The State Fair is more than just an annual event; it's an integral part of our community”, said Tom Martinez, CEO of Cal Expo & State Fair. “By offering weekly opportunities like SMUD Giving Monday and Kids Day Tuesday, we're ensuring that everyone, regardless of age or financial capability, can enjoy the fair while making a positive impact on the community.”

Additionally, every Wednesday and Thursday from 11 am to 4 pm, the Fair has the 'Taste of the Fair'. Every participating vendor offers a smaller portioned food item for just \$4. And speaking of food, we're thrilled to announce the winners of our Food Festival competition.

Country Fair Cinnamon Rolls took home the Best of Show for the third consecutive year with their mouthwatering Caramel Apple Cinnamon Roll Sundae. And a newcomer, Benito's Tacos, won ribbons in two categories, bagging the Best in Division: Savory and Gold in Savory for their delightful Benito Taco & Horchata.



Adding to the excitement, we're thrilled to announce the return of the California Lottery to this year's fair. With a jaw-dropping billion-dollar jackpot up for grabs, be sure to get your ticket today at the CA State Fairgrounds. This could be your lucky day!

Our concert line-up kicked off this week with power-packed performances from Boys II Men and Ginuwine. The stage is now set for a series of highly anticipated concerts in the coming weeks.

Our Golden I Stage is set to host a stellar line-up of acclaimed artists for the remainder of this week, including:

- LeAnn Rimes: Wednesday July 19<sup>th</sup>
- Scotty McCreery: Thursday, July 20<sup>th</sup>
- Revisiting Creedence: Friday, July 21<sup>st</sup>
- The Isley Brothers: Saturday, July 22<sup>nd</sup>
- Third Eye Blind, Sunday, July 23<sup>rd</sup>

For more information about the CA State Fair & Food Festival and its summer concert series, including purchasing reserved seats, please visit the fair's website at [www.CalExpoStateFair.com](http://www.CalExpoStateFair.com).

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