



CALENDAR OF

EVENTS!

July – September 2004

151st California State Fair is Big Fun, Good Times!

The biggest party of the summer returns to Cal Expo from August 20 to September 6, as the California State Fair is back and bigger and better than ever! Come on out and see all the fun and exciting exhibits, programs and shows that keep 1 million visitors coming back to the Fair year after year. The Big Fun this year comes in the form of a number of new exhibits, many returning exhibits with new twists for 2004, and tons of tried and true Fair favorites such as the Magnificent Midway, great food, Counties Exhibits and the Livestock Nursery. So if it's Big Fun, Good Times you're looking for, we'll see you at the 2004 California State Fair!



Baseball, America's Game

Baseball, America's game, located in Expo Center Building #5, is a touring baseball festival featuring historical exhibits and fan friendly interactive events. It is a celebration of America's National Pastime - and now you can see it all at the California State Fair! Through the use of exhibits and informative displays that feature a collection of baseball artifacts, this event will demonstrate the role baseball has and does play in our American culture. The exhibits will include: the origin of baseball; evolution of equipment; Major league Baseball; Minor league Baseball; Hispanic, Asian and Negro leagues; Women in Baseball; and Baseball in the Movies. The interactive portion of this event will include Home Run Derby, a Batting Cage, the Little Slugger Zone, the Bull Pen Interactive and baseball Trivia.

Kids Park

Kids Park offers a safe and secure, fun family environment at the California State Fair. Kids Park will incorporate a visually interesting interactive game and carnival ride area, featuring approximately 20 age specific games and rides. You will also



find an area for animal races and two stages for a variety of children's entertainment that will engage the entire family. One stage will feature Bird Shows, Juggling and Comedy Acts, the other will showcase story tellers from different cultures, puppetry from different countries, music, face painting, cultural games and contests and more. Also, come see the amazing High Dive Show!

\$15 Before 5 PM

Save big during the week, Tuesdays through Thursdays by spending \$15 for Fair admission and 10 rides (thrill rides and animal rides not included)! Additional 10 ride cards may be purchased until 7 PM and must be used by 10 PM.

Governor

Arnold Schwarzenegger

Board Members

Rex Hime, Chair

Sonney Chong, DMD, Vice Chair

Kirk Breed

Larry Davis

John Growney

Randy Paragary

Ed Phillips

(four vacancies)

Ex Officio Members

Senator Deborah Ortiz

Assembly Member

Darrell Steinberg

Cal Expo General Manager/CEO

Norbert Bartosik

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Sacramento, CA
95852-1649

(916) 263-3000 or

(877) CAL-EXPO

www.calexpo.com

We make great things happen!

Make Cal Expo the home of your next event. Whether it's a meeting, convention, party, concert or trade show, we provide all the service and support you need to ensure a successful event. Our beautifully landscaped, 350-acre facility features a dozen venues to comfortably accommodate 50 to 50,000 people.

For more information, call 916-263-3081 or e-mail sales@calexpo.com



Make your next outdoor event outside the ordinary at this shaded venue that's bordered by water and versatile enough for dances, concerts, graduation ceremonies, meetings and more.

For more information, call 916-263-3081 or e-mail sales@calexpo.com

TOYOTA XTREME ZONE, FMX AND MSS

Back at the California State Fair for another extreme summer at the Toyota Xtreme Zone, freestyle motocross is ready to wow fairgoers with its daredevil maneuvers and high-flying stunts. The Mobile Skatepark Series (MSS) and Got Milk? Gravity Tour also come to the Fair this year. The Mobile Skatepark Series features top pro competition in skateboarding, inline skating and freestyle BMX on a world-class street course and a 60-foot wide half-pipe. MSS also offers an interactive youth cultural experience between pro athletes, musicians and the myriad of young adults that participate in and follow extreme sports. In addition to the top-level pro competition, the MSS festival features live music on the MSS stage, video game contests, home video premieres, an Internet lounge, breakdancing, graffiti art, pro clinics, autograph signings, and an open skatepark. The open skatepark will feature pro-caliber ramps and equipment for pro skateboarders, inline skaters and BMX riders to compete on and demonstrate their best tricks during the televised Mobile Skatepark Series. The skatepark will also be open to the public during specified sessions for local teens to ride. MSS will be at the Fair from August 20 through August 22. The Got Milk? Gravity Tour is the premier BMX, inline skating and skateboarding demonstration tour. The Gravity Tour wowed fans last year and returns this year for more excitement, August 24-29.



All the BIG FUN You Could Ask For...*

HOME OF THE BEAR

Located in Expo Center #6, Home of the Bear is a tribute to the bear, its habitats, other animals that make up these natural areas, and what the bear's environment provides humans.

UNIQUELY CALIFORNIAN

Located in Expo Center #8, Uniquely Californian is a tribute to the Agriculture, the diverse people, places, architecture, culture, fashion, technology and natural beauty of the Golden State.

WORLD OF COCA-COLA ON TOUR

This traveling exhibit gives those who attend the California State Fair this year a chance to see, touch and feel firsthand the excitement and unique heritage of Coca-Cola.

FOOD

It's time to put all diets on hold, as the California State Fair has more than 115 food locations from 75 vendors to satisfy your every craving.

* *Attractions listed in this newsletter are subject to cancellation or change and are considered a representative cross section of events booked. Not all attractions are listed here. For more information visit www.bigfun.org.*

CALIFORNIA STATE FAIR HORSE SHOW AND RODEO ARENA

This year's California State Fair Bull Rodeo features some of the hottest rodeo performances in the business today, brought to you by Flying U Rodeo and the Professional Bull Riders Association (PBR) Challenge Tour. Also new for this year is the Fair's Rodeo Hero Recognition program, which honors individuals, families or organizations which have rendered meritorious service and support to the California Rodeo Industry above and beyond their own self interests. Prior to each of the six rodeo shows, a kids-only Rodeo School will be offered.



DEMOLITION DERBY

On the final two days of the 2004 California State Fair, the State Fair Horse Show & Rodeo Arena will be transformed into the home of major collisions and twisted, smashed steel.

CALIFORNIA'S AGRICULTURAL HERITAGE

Located in the California Building, this returning exhibit will showcase the important and innovative contributions of California's diverse population in the establishment and development of the Golden State's number one industry.

FLORICULTURE

Looking for a cool place to visit while seeing all the spectacular views California can offer? The floriculture exhibit will provide the State Fair patron with a visual experience of traveling the state of California – California Snap Shot.

COMMERCIAL EXHIBITS

Looking for the latest in gadgetry, fun demonstrations of new products, or just a cool place to hang out? Come check out the wide variety of commercial exhibitors at the California State Fair. More than 300 total vendors offering up everything under the sun can be found in Buildings C and D, as well as the mezzanine levels of Buildings A and B and in select locations around the grounds.

JULY

Every Tuesday....Farmers Market

Lot E, 9:00 AM – 12:00 PM

Certified Farmer's Markets of Sacramento, (916) 688-0100

www.california-grown.com

4 Sacramento Independence Day Celebration

Grandstand and Racetrack

Gates open at 6:00 PM, Fireworks start at 9:30 PM

Cal Expo, (916) 263-FAIR, www.bigfun.org

15 California's Grape & Gourmet

Building A/B, 5:30 PM – 8:30 PM

Cal Expo, (916) 263-3010, www.bigfun.org

24 Rubbermania Rubber Stamp & Paper Arts Festival

Building C, 9:00 AM - 5:00 PM

A Stamp in the Hand, (310) 884-9700

AUGUST

Every Tuesday....Farmers Market

Lot E, 9:00 AM – 12:00 PM

Certified Farmer's Markets of Sacramento, (916) 688-0100

www.california-grown.com

13 California State Fair Gala

Buildings C/D, 5:00 PM - Midnight

Cal Expo, (916) 263-GALA, www.bigfun.org

20 - September 6....151st California State Fair

All Grounds

Monday - Thursday Noon - 10:00 PM

Friday - Sunday and Labor Day 9:00 AM - 10:00 PM

On Saturday, September 4, the Fair will close at 9:00 PM

Cal Expo, (916) 263-FAIR or (877) CAL-EXPO, www.bigfun.org

Every effort has been made to provide accurate listings. Cal Expo cannot be responsible for omissions or changes due to lack of information by promoters or changes made after publication. For further information call (916) 263-FAIR or (877) CAL-EXPO, or go to www.caexpo.com.

SEPTEMBER

Every Tuesday....Farmers Market

Lot E, 9:00 AM – 12:00 PM

Certified Farmer's Markets of Sacramento, (916) 688-0100

www.california-grown.com

23-26 Fall RV Show

Expo center # 4 & 5, Plaza & Lot 26

Thursday and Friday 10:00 AM - 7:00 PM

Saturday and Sunday 10:00 AM - 6:00 PM

Recreation Enterprises, (916) 391-7469, www.rvshow.com

28 Rental Housing Industry Conference

Expo Center

Rental Housing Association of Sacramento, (916) 920-1120

California's Grape & Gourmet, July 15

Sniff, sip, swish and swallow California's finest wines while benefiting the California State Fair Scholarship Fund. California's Grape & Gourmet is your prime opportunity to taste medal-winning wines from the 2004 California State Fair Wine Competition, the oldest and most prestigious wine-judging event in North America. If the wine isn't enough, you'll also enjoy live entertainment, award-winning microbrews and cheeses, as well as delectable eats from 80 of Sacramento's favorite restaurants and food purveyors. Tickets are \$50 in advance, \$60 at the door.

Horse Racing at Cal Expo Sports & Wagering!

Watch and wager on major thoroughbred racing: Golden Gate Fields, Bay Meadows, Santa Anita, Hollywood Park and racing from various major racetracks throughout the country. Live Harness Racing - Wednesday through Saturday. First Race: 5:35 PM. Doors open Wednesday through Sunday at 10:00 AM. Racing schedules always subject to change. For up-to-date information and race schedules, call (916) 263-3279 or visit www.caexpo.com.



CALEXPO

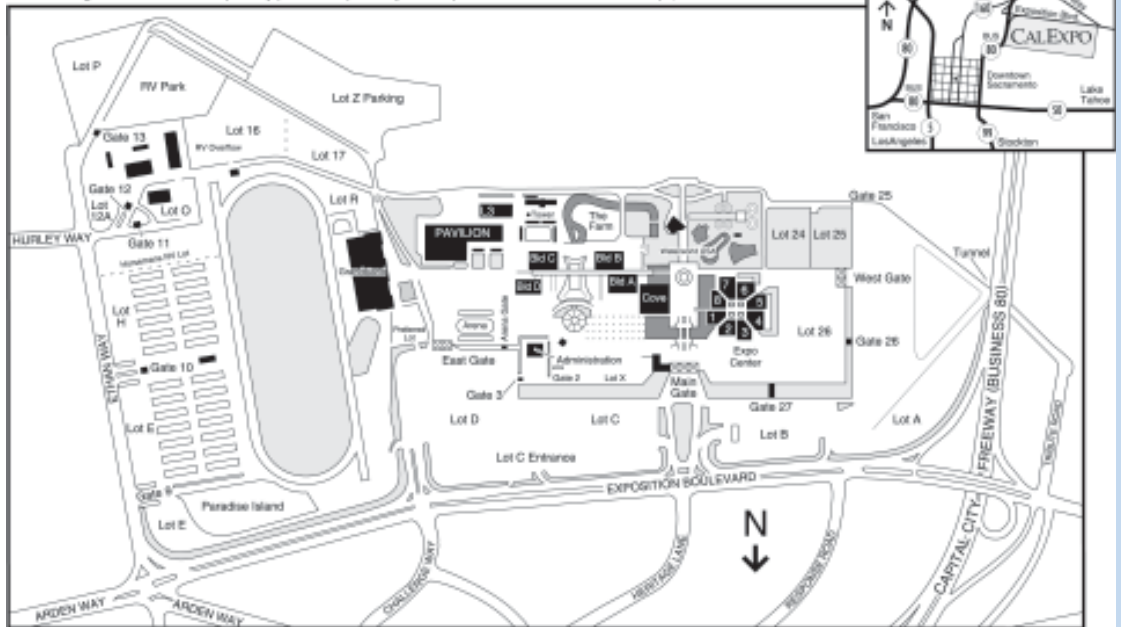
P.O. Box 15649
 Sacramento, CA 95852-1649

Cal Expo RV Park

Exhibitors and travelers are encouraged to stay close to the fun and take advantage of our full-service, year-round RV Park. Facilities include full hook-ups at every site, 30 and 50 amp service, 79 pull thrus, laundry room, private restroom and showers, 24-hour security, and horseshoe pit. For information and reservations, call 916-274-2953 or 1-877-CALEXPO.



When entering Sacramento take the Capital City (Business 90) Freeway to the Exposition Boulevard exit to reach CalExpo, home of the California State Fair.



Get in on the Big Fun and Save Big Bucks!

Advance Ticket Sales Effective Until August 8th

Get your tickets in advance and save big money! Also take advantage of our special promotions for 2004 - all tickets can be purchased online at www.bigfun.org.

Admission Prices

Child Fair Admission (5 -12 years)	\$5.50
Adult Fair Admission (13 years and over)	\$8.00
Senior Fair Admission (62 years and older)	\$6.00

Poppy Pak - \$24.95

- 4 State Fair Admissions
- 4 Monorail Tickets

Season Pass, valid all 18 days, non transferable, only available at www.bigfun.org

Adult Season Pass (13 years and over)	\$25.00
Child Season Pass (5 -12 years)	\$20.00

Ralphs Concert Series Offers Plenty of Big Names

Year after year, one of the most popular diversions for people at the annual California State Fair is the Fair's **Ralphs Supermarkets Concert Series**.

All concerts take place at the Golden1 Stage at 8:00 p.m. unless otherwise noted and are free with the price of Fair admission. This year's performers are:

August 20 -	Hootie & The Blowfish
August 23 -	Newsboys
August 24 -	Phil Vassar
August 25 -	Mya
August 26 -	The Spinners
August 30 -	The Doobie Brothers
August 31 -	Stacie Orrico
September 1 -	Ozomatli
September 2 -	Maroon 5
September 6 -	Los Lonely Boys

All concerts are subject to change without notice. Seating at the Golden1 Stage is festival style. For more information, please consult our website at www.bigfun.org.