

*For Immediate Release*



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## **Placer County Fair's Newest Attraction *Placer Place* in Johnson Hall**

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***A Placer County Showcase of Beer, Wine, Local Vendors and Entertainers on June 21-24 at the Placer County Fair***

**Rocklin, CA - June 13, 2018-** The 81st Annual Placer County Fair arrives in Roseville on June 21-24, with this year's theme being *Renew Your Love of Fair*. What better way to do that than by bringing back what makes a county fair special - the people and the local talent and products that are produced right in that county.

Placer Valley Tourism (PVT) partnered with the Arts Council of Placer County (ACPC) and Fork 'N Road Productions to bring a brand new attraction to the fair called *Placer Place*. Johnson Hall is where this will all come to life with local vendors, artists, food, beverages and entertainment for the fairgoers to enjoy.

The ACPC has secured a variety of local vendors that will be selling handmade items including jewelry, oil pet portraits, birdhouses, ceramics and much more. Tone of Soul, Gary Bowman and the Flatcap Revolt, Stardust Highway, Mona Villamayor and Blacktop Comedy are some of the local live entertainment acts that will be performing during the fair in *Placer Place* as well.

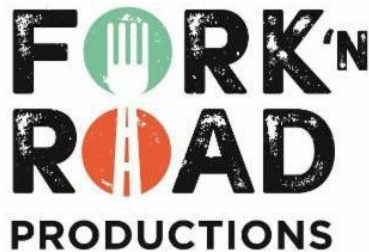
A Placer Wine & Ale Trail Lounge will also be inside *Placer Place* where they will be offering tastings as well as local craft beer and wine by the glass exclusively from Placer County Wineries and breweries. All 20 Placer County Wine Trail wineries and several breweries will be represented throughout the four days of the fair with opportunities to meet the winemaker and the brewers on a special rotating schedule.

Jocelyn Maddux of Fork 'N Road and the Placer County Vintners Association explained, "The fairgoers can enjoy wine and beer by the glass while shopping some of the unique vendors and listening to live music."

The Tasting Lounge hours will be from 4 to 8 p.m. on Thursday, June 21, 5 to 9 p.m. on Friday, June 22, 3 to 10 p.m. on Saturday, June 23 and 3 to 8 p.m. on Sunday, June 24. Tasting Flights which will include five tastes will be \$5 and beer or wine by the glass will be \$6.

"*Placer Place* will truly be a 'best of the best' local showcase that brings back the type of authentic and local experiences people want to have at events these days," added Maddux. "The Placer County Vintners Association is excited to be part of this year's revitalized fair experience and help bring our Placer Wine & Ale Trail to the community."

To purchase tickets in advance for the Placer County Fair and the Placer Wine & Ale Trail Lounge in *Placer Place* [click here](#). We hope to see you at the fair!



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### *About Placer Valley Tourism*


Placer Valley Tourism (PVT) is made up for the 23 hotels in Roseville, Rocklin and Lincoln, California. PVT recruits and supports hundreds of annual events with grants, marketing, volunteers and other services as needed. To learn more about how PVT can help bring your event here, visit [www.playplacer.com](http://www.playplacer.com) or call 916-773-5400.

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If you'd like more information please call PVT at (916) 773-5400 or email Amy Looney at [alooney@placertourism.com](mailto:alooney@placertourism.com).

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