



Contact: Steve Stagnaro
Direct Line 408-354-5145
steve@stagnaro.com

For Immediate Release

June 10, 2013

The Valley of the Heart's Delight

San Jose, CA – The 2013 Santa Clara County Fair will celebrate its proud heritage by building this year's Fair around the theme "Your Heart's Delight." Once known as "The Valley of the Heart's Delight" for the wide expanse of fruit trees and other productive crops, the Santa Clara Valley was at one time the largest fruit production and canning region in the world.

Initially named by local Native Americans, the gold rush added to the reputation of the valley when Italian and French immigrants recognized the lush soils and Mediterranean climate favored by the grape varieties they had brought with them. They came to strike it rich in the gold fields of the nearby Sierra Nevada Mountains but stayed in the valley where they found their true fortune and passion.

During the last few decades of the 20th century the stone fruits prized worldwide left the valley in large numbers to be replaced by headquarters for the iconic legends of Silicon Valley. But not everything is built on Silicon, the growing acreage planted in vines furthers the reputation of California's first premium wine production region. The Wineries of Santa Clara Valley will be strongly represented at this year's Fair.

Early agriculture may be the inspiration for the 2013 Fair but a greatly expanded midway, competitive exhibits, entertainment, food, livestock, and all the things you hope to find at one of California's legendary Fairs will delight your heart and make those who attend feel young again.

The Santa Clara County Fair is more fun than a family can have in a single day for a price any family can afford. The Fair will run August 1-4, 2013, and information on plans for the Fair will be updated and available on line at www.thefair.org