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- WHO:** **The San Mateo County Fair: June 10-18, 2017**
Where Tradition Meets Innovation at San Mateo County Fair:
- WHAT:** **Opening Day Schedule – 1st Annual San Mateo Kick-Off Parade!**
- WHERE:** **San Mateo County Fair**
2495 South Delaware Street, San Mateo
- WHEN:** **Saturday, June 10, 10am: “Parade!” with 40 contingents!**
- Literary Events:
3:30pm-4:30pm
Contestant panel: Crafting Your Experiences, moderated by Michele Jessen
- 4:30pm-5:30pm
Bardi Rosman Koodrin Book Launch *“Novelmania!”*
- 7:30pm (6:30pm doors open): *War!* Concert**
- WEB:** www.sanmateocountyfair.com
[hashtag: # SMCF2017](https://twitter.com/SMCF2017)

Everyone loves a parade. On **Saturday, June 10th at 10am**, one of the largest and most family-friendly events on the West Coast will occur-- **The City of San Mateo** (www.cityofsanmateo.org) and the **San Mateo County Fair** (www.sanmateocountyfair.com) – will kick-off a mile-long procession of bands, floats and balloons.

“This parade is a long-standing dream, and it's a wonderful and timely opportunity to bring our community together, to celebrate our amazing diversity, showcase our cultural richness and share our pride in San Mateo,” said **Maureen Freschet, City Councilwoman of San Mateo.**

“We are proud to celebrate our City and County!” said **Dana Stoehr, CEO of the San Mateo County Events Center and Fair.** “The San Mateo County Fair celebrates the best of our city and county. What better way to welcome in our Fair partners, participants and attendees than with a grand opening day celebration such as this.”

With the theme of “Spring into Summer” the parade will start on Franklin Parkway and culminate at the entrance to the Fair. Over 10,000 people are expected to attend along the one-mile route.