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**The City of San Mateo and the San Mateo County Fair
Spring into Summer with a San Mateo City and County Fair parade,
kicking off the San Mateo County Fair: Saturday, June 10th at 10am**

**Mile-Long Parade Extravaganza of Floats, Bands and Festivities
Sponsored by the City of San Mateo and San Mateo County Fair**

May 10th is the deadline to apply for parade participation

**www.sanmateocountyfair.com
hashtag: #SMCF2017 #SanMateoCoFair**

17 April 2017 - San Mateo, CA: 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. Those interested in taking part in the procession are invited to go online to register at <https://sanmateocountyfair.com/entertainment/special-events/fair-parade> for the parade entry form, rules and guidelines for participation. Registration is free for community groups and nonprofits; \$ 250 for business / commercial entities. **May 10th is the deadline to apply for parade participation.**

“It will be a day of fun and festivities for our San Mateo families and children that will hopefully become a tradition that our residents will look forward to,” said Councilwoman Freschet, noting that they were expecting a varied collection of marching bands, floats, drill teams, dance teams, equestrians, comical groups and more.

The San Mateo County Fair -- “Where Tradition Meets Innovation” -- is The Peninsula’s premier, community event for family fun and entertainment: June 10-18, 2017/ Visit www.sanmateocountyfair.com often for regular updates, contest rules, schedules, promotions, and information.