



HAPPYTM TOGETHER

JULY 14 - AUG 13, 2023



2023 MEDIA GUIDE



HAPPY TOGETHER™

JULY 14 - AUG 13, 2023

This information is subject to change without notice. Please email commdept@ocfair.com for fact-checking.

MEDIA CONTACT INFORMATION

Online Newsroom ocfair.com/mediacenter

Press Credential Policy and Request Form bit.ly/ocfairpress

Photos Available for Use ocfair.com/media-center-photos

Communications Dept.
714-708-1543
commdept@ocfair.com

Terry Moore
Communications Director
714-708-1559; tmoore@ocfair.com

The Communications Department is located in the Administration Building at 88 Fair Dr., Costa Mesa, CA 92626, inside Gate 4 off Arlington Drive.

Communications Department hours

Year-round: 9 a.m.-5 p.m. Monday-Friday

During the Fair (July 14-Aug. 13): 10 a.m.-8 p.m. Wednesday-Sunday

For emergency inquiries, call 714-371-6268.

GENERAL INFORMATION

DATES

The 2023 OC Fair is July 14-Aug. 13
(23 days and nights; Wednesday-Sunday)

2023 THEME

"Happy Together"

ORGANIZATION

OC Fair & Event Center (OCFEC)
32nd District Agricultural Association, State of California
88 Fair Drive, Costa Mesa, CA 92626

HOURS

Wednesday, Thursday, & Sunday: 11 a.m.-11 p.m.
Friday-Saturday: 11 a.m.-midnight
Monday-Tuesday: Closed

GENERAL PUBLIC INQUIRIES

Phone: 714-751-FAIR (3247)

Website: ocfair.com Email: ocfinfo@ocfair.com





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ATTENDANCE NUMBERS

2022 attendance: 1,055,173

2021 attendance: 1,055,770

Highest record attendance: 1,470,636 (2018)

Highest single-day attendance: 86,334 (Saturday, July 28, 2018)

ABOUT OUR FAIRGOERS

52 percent call Orange County home.

Women outnumber men, 67 percent to 32 percent.

The average age of Fairgoers is 42.6.

Guests love the OC Fair! The average overall enjoyment rate is 4.34 (out of 5).

81 percent of OC Fair guests are return visitors.

(Information is based on an OC Fair patron survey conducted in 2022.)

RECENT FAIR THEMES AND ATTENDANCE

2023	Happy Together	
2022	Feel the Sunshine	1,055,173
2021	Time For Fun	1,055,770
2020	Canceled	
2019	Acres of Fun	1,393,482
2018	Free Your Inner Farmer	1,470,636

OCFEC MISSION

Creating equitable community access to agriculture, entertainment, cultural and educational experiences

OCFEC HISTORY

A timeline chronicling the history of OC Fair can be found at ocfair.com/timeline.



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SOCIAL MEDIA

OC Fair

Twitter
Facebook
Instagram
Tik Tok

twitter.com/ocfair
facebook.com/ocfair
instagram.com/oc_fair

Pacific Amphitheatre

Twitter
Facebook
Instagram

twitter.com/pacamp
facebook.com/pacificamphitheatre
instagram.com/pacificamphitheatre

Centennial Farm

Facebook
Instagram

facebook.com/centennialfarmoc
instagram.com/centennialfarmoc

Heroes Hall

Facebook
Instagram

facebook.com/heroeshalloc
instagram.com/heroeshalloc

Action Sports Arena

Facebook

facebook.com/actionsportsarena

The Hangar

Facebook

facebook.com/ocfairhangar

ADMISSION & PARKING

SINGLE-DAY ADMISSION PRICES* - CAPACITY IS LIMITED AND ADVANCE TICKET PURCHASE IS REQUIRED - NO FEES.

General (ages 13-59)	\$13	Wednesday-Thursday
General (ages 13-59)	\$15	Friday-Sunday
Seniors (ages 60+)	\$9	
Children (ages 6-13)	\$9	
Children 5 and younger are free		

* Additional admission may be required for shows in Pacific Amphitheatre, The Hangar, Action Sports Arena or other special events. Tickets to concerts occurring during the OC Fair include free same-day Fair admission.



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PARKING

General (cars and motorcycles) \$12 Buses and limos \$24
Available at the gates only; credit cards only. OCTA's Fair Express Bus will not be available this year.

TAXI, UBER AND LYFT DROP-OFF/PICK-UP

Drop-off and pick-up locations are at Gate 1, off Fair Drive.

ENTERTAINMENT AND ACCESS

COMMUNITY ENTERTAINMENT

Live music and community entertainment will be featured on the Meadows Stage and Heritage Stage daily. Performance times will be listed in the daily schedules as well as online.

TICKETED EVENTS

Ticket prices vary for each show at Pacific Amphitheatre, The Hangar and Action Sports Arena and include free Fair admission on the day of the show. Tickets can be purchased at ocfair.com, Ticketmaster or the OC FEC Box Office.

CAPACITY

OC Fair daily for 2023: approx. 45,000
Pacific Amphitheatre: 7,800-plus
The Hangar: 1,150 seats
Action Sports Arena: varies per show

MEDIA/PHOTO PASSES

Event-specific media/photo passes are required for these events and any event requiring an additional/separate ticket. These are issued by OC FEC's Communications Department only and separately from those issued for general Fair access. All passes will be issued for individual shows, subject to criteria established by the artist, artist's management and the venue.

All acts are subject to change without notice. Updates can be found at pacamp.com/oc-fair-entertainment-schedule/.



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FEATURED EXHIBIT

ART OF MUSIC

This experiential exhibit inspires people of all ages to discover, explore and appreciate the creators behind album cover art. Embark on an immersive journey through a series of themed gallery and vendor environments, flip through bins of vinyl records at a pop-up independent record store, watch live painting of album cover art, rank your favorite album cover and more. For more information, visit ocfair.com/oc-fair/things-to-do/exhibits/.



HEROES HALL

Heroes Hall is a permanent, year-round museum with exhibitions and educational programs that celebrate the legacy of Orange County veterans and others who have served our nation.

This year's newest exhibit, **Armed Only with a Camera: World War II Photography of Stanley Troutman**, will remain on display during this year's Fair. The museum's permanent exhibit, **The SAAAB Story**, will also be open during the Fair.



Heroes Hall is open year-round but requires paid admission during the annual OC Fair. To learn more, visit ocfair.com/heroeshall.

TABLE OF DIGNITY

Visit OC Fair & Event Center's Agricultural Workers Memorial, created to honor those who have helped enrich Orange County's history in agriculture. The memorial is located just inside Blue Gate, near Centennial Farm.





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2023 OC FAIR STYLE GUIDE

These are approved terms related to buildings, areas and more at the OC Fair.

Blue Gate

Main pedestrian gate located inside Gate 1 off Fair Drive.

Buildings/Areas

Action Sports Arena
Centennial Farm
The Courtyard
Crafters Village
Fair Square
Family Fairway
The Hangar
Heroes Hall
Home Arts & Collections Gallery
Livestock
Livestock Show Ring
Main Mall
Meadows Stage
Millennium Barn
Pacific Amphitheatre

Plaza Pacifica

The Hangar

Table of Dignity (Agricultural Workers Memorial)

Visual Arts & Woodworking Gallery

Fair

OC Fairgrounds

Capitalized when referring to the annual OC Fair.

Green Gate

Pedestrian gate on the west side of the Fair, inside Gates 3 and 4.

OC Fair

or **2023 OC Fair**

OC Fair & Event Center

or **OCFEC**



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MEDIA GUIDELINES

The following guidelines apply to the annual OC Fair and its related events, Imaginology and any administrative/organizational functions regarding OC FEC (32nd District Agricultural Association), and are to be observed at all times. Year-round events held at OC FEC are at the discretion of the promoter.

- All media representatives with video and/or TV, photo or radio equipment must be escorted by a representative of OC Fair & Event Center's Communications Department while on OC FEC property. Contact the department at least one work day in advance to set up your visit.
- All photo/radio/video/TV media representatives are to remain in general public areas and are not allowed in any restricted, staff-only or ticketed areas. Exceptions are for pre-authorized permission and/or by escort. This is for the safety and respect of OC Fair vendors and their employees.
- Filming and photographing inside shows in Pacific Amphitheatre, The Hangar, Action Sports Arena and any other special event is only allowed with permission from the Communications Department and, in most cases, the performers and/or promoters.
- For the safety of all riders, the use of photo/video/TV cameras, tape recorders and cell phones is not allowed on any ride or attraction except by permission from OC FEC's Communications Department and the ride operator.
- A library of b-roll footage and photos of the OC Fair is available to the media at ocfair.com/media-center-photos; additional photos are available by request via email.
- Media representatives may interview OC FEC staff with consent from the Communications Department and the staff member.
- For the safety of all guests, media representatives and all associated production activities are asked not to inconvenience Fairgoers or regular business activities by blocking access or filming an individual without consent.

Press passes are for working media only. OC Fair & Event Center reserves the right to deny access to anyone who does not comply with these guidelines.