



FIND YOUR

Happy

JULY 18 - AUG 17

2025 Media Guide





FIND YOUR *Happy*
JULY 18 - AUG 17



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 Department

714-708-1543

commdept@ocfair.com

The Communications Department is located at 88 Fair Drive, Costa Mesa, CA 92626, inside Gate 5 off Arlington Drive.

Communications Department hours

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

During the Fair (July 18-Aug. 17): 10 a.m.-8 p.m. Wednesday-Sunday

For emergency inquiries, call 714-371-6268.

GENERAL INFORMATION

DATES

The 2025 OC Fair is July 18-Aug. 17
(23 days and nights; Wednesday-Sunday)

HOURS

Wednesday, Thursday & Sunday: 11 a.m. – 11 p.m.

Friday & Saturday: 11 a.m. – midnight

Monday & Tuesday: Closed

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2025 THEME

“Find Your Happy”

ORGANIZATION

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

GENERAL PUBLIC INQUIRIES

Phone: 714-751-FAIR (3247)

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

ATTENDANCE NUMBERS

2024 attendance: 1,137,555

2023 attendance: 1,048,181

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

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

ABOUT OUR FAIRGOERS

48 percent call Orange County home.

Women outnumber men, 66% to 34%

The average age of Fairgoers is 42.7.

Guests love the OC Fair! The average overall enjoyment rate is 4.29 (out of 5).

80.4% of OC Fair guests are return visitors.

(Information is based on an OC Fair patron survey conducted in 2023)

RECENT FAIR THEMES AND ATTENDANCE

2025	Find Your Happy	
2024	Always A Good Time	1,137,555
2023	Happy Together	1,048,181
2022	Feel the Sunshine	1,055,173
2021	Time For Fun	1,055,770
2020	Canceled	
2019	Acres of Fun	1,393,482

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OCFEC MISSION

Enhancing 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.

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	
Youth (ages 6-12)	\$9	
Kids 5 and younger	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.

PARKING

General (cars and motorcycles) \$15 Buses and limos \$30
Available at the gates only; cash and credit cards are accepted.

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

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

OC FAIR EXPRESS BUS

OCTA will operate the OC Fair Express bus on Saturdays and Sundays from five locations across Orange County. The buses will offer convenient transportation to Fairgoers for \$4 roundtrip. For more information, visit octa.net.



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SOCIAL MEDIA

OC Fair

Facebook facebook.com/ocfair
Instagram instagram.com/oc_fair
Tik Tok tiktok.com/oc_fair

Pacific Amphitheatre

Facebook facebook.com/pacificamphitheatre
Instagram instagram.com/pacificamphitheatre
Tik Tok tiktok.com/pacificamphitheatre

Centennial Farm

Facebook facebook.com/centennialfarmoc
Instagram instagram.com/centennialfarmoc

Heroes Hall

Facebook facebook.com/heroeshalloc
Instagram instagram.com/heroeshalloc

Action Sports Arena

Facebook facebook.com/actionsportsarena

The Hangar

Facebook facebook.com/ocfairhangar



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ENTERTAINMENT 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 schedule 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, Etix or the Pacific Amphitheatre Box Office on the OC Fairgrounds.

CAPACITY

OC Fair daily for 2025:	approx. 55,000
Pacific Amphitheatre:	7,800+
The Hangar:	1,150 seats
Action Sports Arena:	varies per show

MEDIA/PHOTO PASSES

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

All acts are subject to change without notice. Updates can be found at ocfair.com/entertainment.



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FEATURED EXHIBIT

REWIND: A VHS Revival

Art of Music returns with an immersive tribute to the VHS era, celebrating the bold, hand-painted movie poster art that defined a generation of pop culture. Featuring a curated collection of large-scale artworks, once displayed at video stores from the '80s through the early 2000s, the exhibit brings back the iconic visuals of cult classics and blockbuster hits. For more information, visit ocfair.com.



MORE EXHIBITS AT THE OC FAIR

Orange County Sand and Sea

Guests will celebrate the Orange County Coastline and modern ocean preservation efforts through iconic beachside landmarks, sea life at a touch tank, taking a deep dive into virtual reality, viewing culinary entries from local residents, enjoying live entertainment and cooking demonstrations, and more.



Centennial Farm

Centennial Farm is a vibrant three-acre working farm designed to educate youth about Orange County's rich agriculture and its importance to daily life. Year-round offerings feature fruit and vegetable gardens, livestock and the Millennium Barn.

During the OC Fair, guests can watch sheep shearers, learn the art of spinning and weaving and catch live milking demonstrations that offer a firsthand look at life on a farm.



Centennial Farm is open year-round but requires paid admission during the annual OC Fair. For information, visit ocfair.com/centennialfarm.

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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 exhibit, **Echoes of Conflict: Remembering Vietnam**, 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.



Junior Livestock Auction

The Junior Livestock Auction supports 4-H and FFA agriculture education programs throughout Orange County. In-person bidding takes place on Saturday, July 26. Online add-on contributions start Saturday, July 27 through Tuesday, July 29 at 11:59 p.m. For more information, visit ocfair.com/auction.



Serenity Walk

Amble along a peaceful pathway that features Walk of Honor pillars memorializing veterans and landscaping that includes plantings in tribute to Purple Heart recipients. Serenity Walk is located near Heroes Hall.



Table of Dignity

Visit OC FEC'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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SPECIAL EVENTS AT THE OC FAIR



Fair After Dark

Three nights of dancing every weekend during the OC Fair at Plaza Pacifica. Enjoy swing dancing on Friday, DJ West Coast Dave playing hits inspired by Pacific Amphitheatre on Saturday and Latin dancing on Sunday.

Free with Fair admission!



Out at the Fair

Celebrate Pride with Out at the Fair on the Plaza Pacifica Stage.

Saturday, Aug. 9
Noon – 6 p.m.

Free with Fair admission!



OC Fair Fun Run 5K

Run, walk or skip through the OC Fairgrounds during fair-time!

Sunday, Aug. 10
8 a.m.

Register at ocfair5k.com.



We Are OC! A Cultural Celebration

Join us for one big celebration on the last day of Fair at Plaza Pacifica.

Sunday, Aug. 17
11 a.m. – 5 p.m.

Free with Fair admission!

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2025 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
Hobbies & Handcrafts Gallery
Livestock
Livestock Show Ring
Main Mall
Meadows Stage
Millennium Barn
OC Promenade
Pacific Amphitheatre
Park Plaza
Plaza Pacifica
Serenity Walk
Table of Dignity (agricultural workers memorial)
Visual Arts & Woodworking Gallery

Fair

Capitalized when referring to the annual OC Fair.

OC Fairgrounds

Green Gate

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

Orange Gate

Pedestrian gate on the east side of the Fair, inside Gate 1.

Yellow Gate

Pedestrian gate on the east side of the Fair, inside Gate 8.

OC Fair

Or **2025 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.