



**ANTELOPE VALLEY
FAIRGROUNDS**

For Immediate Release

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“Cele-grape-tion!” is the theme for the 79th Annual Antelope Valley Fair & Alfalfa Festival 2017

LANCASTER, CA. November 18, 2016. The Antelope Valley Fairgrounds today announced "Cele-grape-tion" as the theme for A. V. Fair 2017 (August 18 - 27). Nine hundred and seventy seven theme ideas centered around the subject of "Grapes" were submitted for consideration in this annual contest. After reviewing the many entries, the Antelope Valley Fair Association Board of Directors selected "Cele-grape-tion," submitted by Bob Sepulveda, as the winning theme.

The criterion for entries was that each theme submitted consist of 5 words or less centered on the topic of Grapes. Sepulveda's phrase, followed theme criteria and captures the essence of a large part of what Fair is all about. When told his entry won, he exclaimed, "Really? I won? How great is that?!"

When asked how he came up with his winning theme, Sepulveda said, "I like getting involved in stuff like this and just started playing around with the word grapes." Wendy Bozigian, Director of Marketing added, "This theme is a clever play on words that fits perfectly with the 2017 topic of grapes, and that the A.V. Fair is an annual celebration. It also provides our graphic designer, Maby Hernandez, flexibility in creating artwork to illustrate this theme throughout Fair 2017 advertisements and promotions."

Seulveda will receive two tickets to the Fair 2017 Palmdale Auto Mall Concert Series and Rally Kia Arena events, a Fair Season parking pass, and will be recognized at the annual "Kick-Off" (Volunteer Appreciation) dinner held on July 28, 2017, in addition to riding in the A.V. Fair parade on August 19, 2017 as a VIP.

79th Annual Antelope Valley Fair & Alfalfa Festival
August 18 – August 27, 2017
“Cele-grape-tion!”
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