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MARIN COUNTY FAIR STAGES COOL GREEN 'FULL FAMILY' FUN
Popular Play Fair Area Now Offers
New Baby Sanctuary and More Healthy Food Options

San Rafael, CA (June 19, 2009)…The Marin County Fair, the country's greenest summer fair, is again hosting the popular *Play Fair Entertainment Pavilion* and the *Play Fair Fun Fest* area for families and teens. *Fun Fest* will expand this year to include a special Baby Sanctuary – a quiet, comfortable place for parents with infants.

"When we first launched Play Fair, it was about combating the pervasiveness of alcohol sponsorship and promotion and creating partnerships to expand healthy options at the Fair – and we were proud to be considered on the cutting edge in the fair industry," said Dr. Larry Meredith, Director of the Marin County Department of Health and Human Services.. "Now, through our deep and long-term relationship with the Fair and the support of all of the Play Fair sponsors, parents and kids come to the Fair expecting and enjoying a healthy, family friendly environment. The nature of the Fair has completely changed."

The *Play Fair Fun Fest* is the main destination at the Fair for kids, teens and families. Located next to the Marin Veterans' Memorial Auditorium, *Fun Fest* offers free interactive activities and local resources that are fun and improve our health and the health of the planet. Drop in and pick up a free pedometer and count your steps as you enjoy the fair. Return your pedometer at the end of the day, and enter into a raffle for a chance to win a free Breezer bike. Or, hop on a "bike blender" and pedal yourself a delicious fruit smoothie. Or just drop in for free water and sunscreen.

And this year, thanks to support from the Marin County WIC Program and Marin Breastfeeding Coalition, *Fun Fest* has expanded to include the new Baby Sanctuary –

complete with comfortable chairs for resting and nursing, a diaper changing area and fresh water and healthy snacks.

"We're thrilled to be expanding the *Play Fair Fun Fest* area at the fair this year," said Patricia Kendall, Medical Group Administrator for Kaiser San Rafael and the Chair of the Healthy Marin Partnership which sponsors *Play Fair Fun Fest*. "Last year's *Fun Fest* was so popular, and the feedback was so supportive, that we knew we needed to make it bigger and better this year!"

"The Marin County Fair is the greenest and healthiest in the country – thanks in part to the efforts of the Play Fair partnership," said Jim Farley, Director of Marin County Cultural and Visitor Services. "We offer families cool, green fun – and our attendance is growing steadily. We strive to be a model for county fairs across the nation."

Since the inception of *Play Fair* in 2003, the Marin County Fair has become a healthier and greener fair, appealing to a much wider audience. With the support of *Play Fair*, the Marin County Fair is now a smokefree event that bans all alcohol sponsorship and promotion and tobacco use within the fairgrounds. It is also the greenest fair in the country where all food vendors offer transfat-free healthy menu options featuring fresh vegetables, fruit, whole grains in biodegradable food containers.

Launched in 2003, *Play Fair* is a partnership between dozens of community groups and agencies, including Bay Area Community Resources, First 5 Marin Children, Marin Children and Families Commission, Healthy Marin Partnership, Novato Community Hospital, Marin General, North Bay Leadership Council, United Way, Hospital Council of Northern and Central California, San Rafael Chamber, Huckleberry Youth Programs, Kaiser Permanente, Marin County Health and Human Services, Marin Community Foundation, Marin County Office of Education, Marin County Board of Supervisors, Marin Institute and the Youth Leadership Institute. The Play Fair partnership works to reduce the exposure of alcohol, tobacco and fast food industries to youth through community events in the Marin County. The Marin County Fair runs from July 1 through July 5 at the Marin County Civic Center. To learn more about *Play Fair*, or to get involved, visit www.PlayFairMarin.org . For more information about the Marin County Fair, visit www.MarinFair.org