



Embargoed until Sept. 9

LA COUNTY FAIR ANNOUNCES 2025 THEME, DATES

Fair Offers An Immersive Experience Showcasing Boundless Creativity

Pomona, CA (Sept. 9, 2024) — The LA County Fair, a cherished tradition spanning over a century, is set to ignite the creative spirit of visitors in 2025 with its theme, “**Art Unleashed.**” From home arts to culinary masterpieces, visual wonders to captivating performances, the Fair promises an unforgettable celebration of artistic expression. Fair dates for 2025 are May 2-26.

What Is Art? A Cosmic Journey

Art is color. Art is emotion. It’s not just canvas and brush. These words will echo through the Fairgrounds as guests step into a universe where creativity knows no bounds. Whether it’s the intricate engineering of a Ferris wheel or the last dollop of whipped cream atop a pillowy funnel cake, art infuses the Fair. It’s a photograph of a wide-eyed toddler feeding a lamb and the pulsating rhythm of a funk classic that reverberates through our souls.

Art: Creation, Chaos and Connection

Art defies definition. It’s both spontaneous and intentional, bold and everlasting. Like the fuzzy head of a dandelion carried by the wind, it dances between realms. And yes, sometimes it’s shredded, like a Banksy masterpiece. But art persists, weaving itself into our lives, our memories and our shared experiences.

“Art Unleashed” — A Gateway to Imagination

Walter Marquez, President and CEO of Fairplex, shares his vision: “We want to show our guests that art is full of boundless opportunities, out-of-the-box ideas, something to be enjoyed, experienced and embraced.”

That sentiment is shared by Los Angeles County First District Supervisor Hilda Solis, in whose district the Fair is located. “As the leading author for Los Angeles County’s Cultural Equity and Inclusion Initiative (CEII) and the Countywide Cultural Policy, I am thrilled to see the LA County Fair lean into showcasing artists, creatives and cultural works through next year’s theme.

“The arts enhance the quality of life for people and communities – contributing to healing and wellness. To that end, I look forward to the magic that the Fair along with iconic cultural institutions, will create to advance art, culture and creativity on the fairgrounds.”

Sensory Indulgence: Art Unleashed

Prepare for an immersive journey. Art Unleashed is more than an exhibition; it's an encounter with the extraordinary. Here's what awaits:

- **Interactive Experiences:** Engage with art in unexpected ways. Create your own masterpiece, dance to live music and savor culinary delights.
- **Visions on Display:** From classical to contemporary, the Fair celebrates artists across a variety of mediums. Photography, fine art, music and culinary arts converge.
- **Boundless Creativity:** "Art Unleashed" invites guests to step beyond the ordinary. Let your senses roam, your mind wander and your heart embrace the unknown.

Join Us at the LA County Fair

Be part of this vibrant cultural exchange. Celebrate the artistry that surrounds us, from the whimsical to the profound. Whether you're an artist, an enthusiast or simply curious, the Fair welcomes you to a world where creativity knows no limits.

For more information on the 2025 LA County Fair, visit lacountyfair.com or follow us on social media @lacountyfair.

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Media contact:

Renee Hernandez
O: (909) 865-4261
M: (909) 525-8404
hernandez@fairplex.com