



Tom Keffury
Director of Marketing & Sponsorships
tk@midstatefair.com

May 14, 2009
FOR IMMEDIATE RELEASE

Black Eyed Peas Booked at The California Mid-State Fair

The California Mid-State Fair is pleased to announce that multi-platinum, three-time Grammy Award winning artists The Black Eyed Peas have been signed to perform at the 2009 Fair on Thursday, July 30th. The Black Eyed Peas will be part of the California Mid-State Fair's 2009 Budweiser Concert Series and be performing in the Main Grandstand Arena at 7:30p.

Tickets for the show will be \$65, \$50 and \$40, and go on sale Thursday, May 21, 2009, at 10:00a. Tickets will be available at the California Mid-State Fair box office, on-line at www.midstatefair.com, any Vallitix outlet, or charge by phone at 1-800-909-FAIR. In addition, a special phone number has been added to better serve ticket buyers... that number is 866-872-2007.

The Black Eyed Peas vaulted into true superstar status the past few years with the albums Elephunk and Monkey Business. Top-charting songs include "Let's Get It Started", "My Humps", "Don't Phunk With My Heart" and "Where Is The Love". They have been nominated for 10 Grammy Awards – winning three – and have sold over 27 million albums worldwide.

The group continues to energize crowds world-wide with their sizzling live performances and now they've garnered their first-ever Billboard Hot 100 #1 hit with "Boom Boom Pow." Their 5th studio album The E.N.D. is set for world-wide release on June 9, 2009. The band is made up of will.i.am, apl.de.lp, Taboo and Fergie.

This will be The Black Eyed Peas' first-ever appearance at the California Mid-State Fair. The California Mid-State Fair is known for booking top-level entertainment, with the likes of Aerosmith, Tom Petty, and Christina Aguilera having performed in the past.

This year's theme is "Take A Ride On The Wild Side"... the 2009 California Mid-State Fair runs July 22, 2009, through August 2, 2009.

###

2198 Riverside Avenue, Paso Robles, CA 93446
PO Box 8, Paso Robles, CA 93447
www.midstatefair.com
805-239-2385 p
805-239-3050 f