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**LA COUNTY FAIR SERVICE**  
Foothill Transit

SAVE \$\$\$

AVOID PARKING

SKIP TRAFFIC

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

**SERVICIO DE LA LA COUNTY FAIR**  
Foothill Transit

AHORRE \$\$\$

EVITE ESTACIONAMIENTO

OMITIR EL TRÁFICO

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

**LA COUNTY FAIR SERVICE**  
Foothill Transit

SAVE \$\$\$

AVOID PARKING

SKIP TRAFFIC

Use your Class Pass to get to the LA County Fair for FREE! Catch Line 196 at Citrus Ave. and Foothill Blvd. to get to the fair.

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

f /foothilltransit @foothilltransit

Animated Digital Ad

Streets Blog LA

Plan your trip today!  
[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

AVOID PARKING

SKIP TRAFFIC

SAVE \$\$\$

**LA COUNTY FAIR SERVICE**  
Foothill Transit



Outreach

Fair Community Parades – Minibus Banner

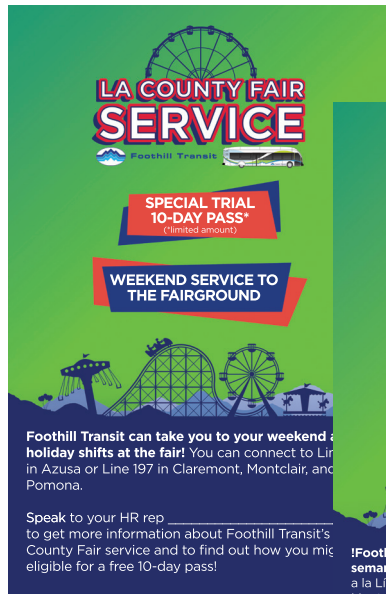


Fair Display Board



HR Posters – Target: Fair Seasonal Staff (English / Spanish)

HR Flyers (English / Spanish)







**Pre-Fair Season Outreach Events**

Take Ones (English / Spanish) — Distributed by Fair Team at Community Events

Brochure



Owned Media

Newsletter “FOOTNOTES”

September 2018 Volume 29 No. 9

# FOOTNOTES



**LA COUNTY FAIR SERVICE**

Fun awaits at the LA County Fair and Foothill Transit can help you save!

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

**Traffic and parking got you stressed? Look no further, Foothill Transit can get you past the traffic and straight to the front gates!**

Take **Line 196** for \$1.25 with TAP (\$1.50 with cash) directly to the front gates of the LA County Fair. That's a savings of over 90% on parking. Need a discount code? We got your back! Use our **promo code FOOTHILL** to save more admission when you pre-purchase tickets through [lacf.com](http://lacf.com)! Think about all of the possibilities of that extra cash in your pocket. Use it on a ginormous corn dog, funnel cake, fried Kool-Aid, extra ride and game tickets, tickets to exhibits or concerts...well, you get the idea.

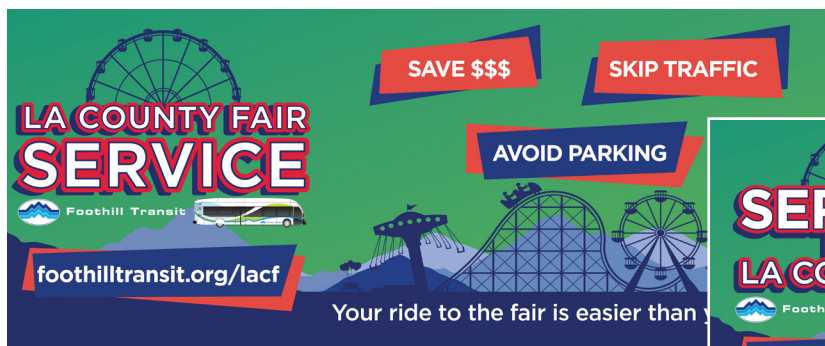
Line 196 runs on weekends and Labor Day. For schedules and much more, visit [foothilltransit.org/lacf](http://foothilltransit.org/lacf).



100 South Vincent Avenue, Suite 200, West Covina, CA 91790

1-800-RIDE-INFO   
 [foothilltransit.org](http://foothilltransit.org)   
 [foothilltransit](https://www.facebook.com/foothilltransit)   
 [@foothilltransit](https://twitter.com/foothilltransit)

Interior Bus Cards (English / Spanish)



**LA COUNTY FAIR SERVICE**

**SAVE \$\$\$**    **SKIP TRAFFIC**

**AVOID PARKING**

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

Your ride to the fair is easier than



**SERVICIO DE LA LA COUNTY FAIR**

**AHORRE \$\$\$**    **OMITIR EL TRÁFICO**

**EVITE ESTACIONAMIENTO**

[foothilltransit.org/lacf](http://foothilltransit.org/lacf)

¡Tu viaje a la feria es más fácil de lo que piensas!





Website

Landing Page

Foothill Transit
☰

[Plan Your Trip](#)

[Home](#) > [News](#) > [Footnotes](#) > [LA County Fair](#)
✉ 📄

## LA County Fair

Posted August 14th, 2018

There are so many experiences to enjoy at the LA County Fair, but there are a few you can do without — like traffic around the fair, paying for parking, finding a parking spot, and walking all the way across the parking lots just to get to inside. Stretch your fair dollar further with Foothill Transit. Our LA County Line 196 gets you to the fair from Azusa, Pomona, Claremont, and Montclair! The LA County Fair Line 196 runs on weekends and on Labor Day, Monday, September 3rd.

Skip the traffic and the high parking fees, and ride in style with Foothill Transit. Ride to the fair on Line 196 for our regular low fare of \$1.25 for adults/students with your TAP card (\$1.50 if you pay with cash) and \$0.50 for seniors/persons with disabilities/Medicare customers with your TAP card (\$0.75 if you pay with cash). You can also ride using your 31-day pass, transfers from Metro, or an EZ transit pass. Plus, children five and under ride FREE with a paying adult — maximum two free child rides per paying adult! It's savings for the whole family.

And just like the cherry on a deep-fried banana split, there's more! When you ride with Foothill Transit, you can get a special discounted ticket all weekend long. Purchase your tickets at [lacf.com](#) with the promo code "FOOTHILL". You'll qualify for the special low rate of \$12 for adults and \$6 for children.

Got a **Class Pass**? You can use that on board Line 196 for a free ride into the fair, too! Be sure to check with your school or at our Transit Store to make sure your Class Pass is valid in September.

Think about all the extra fried butter and rides you can enjoy with the money you save.

### Ride directly to the front gates!

This year, avoid traffic and parking headaches by taking Line 196 from Azusa directly to the Blue Gate.

If you're connecting from the **Gold Line**, you can connect to Line 196 at the **Azusa Downtown Gold Line station**.

### Take a double deck bus to the fair!

The fair isn't the only place with fun, unique rides. We're trying out a double deck bus to get ready for our two **electric double deck buses** we've got coming next year. And we want to see what you think! You can go straight to the top on **September 15, 16, 22, and 23** on these trips.

- Eastbound from Azusa at 9 a.m.
- Eastbound from Azusa at 11 a.m.
- Eastbound from Azusa at 2:40 p.m.
- Eastbound from Azusa at 6 p.m.
- Westbound from the LA County Fair at 1 p.m.
- Westbound from the LA County Fair at 4:20 p.m.
- Westbound from the LA County Fair at 7:40 p.m.

#### Going Good Places

Foothill Transit provides community-oriented, environmentally friendly bus service throughout Southern California's San Gabriel and Pomona Valleys, including express bus routes to Pasadena and Downtown Los Angeles. Thanks for joining us!

**ABOUT**

- fleet facts
- history
- organization
- document library
- video library
- developer resources

**CONNECT**

- contact us
- administrative office hours
- route connections
- partner links
- stay connected
- your signal / fare x / ads

**BUSINESS**

- board agendas and notices
- careers
- contract opportunities
- equipment liquidation

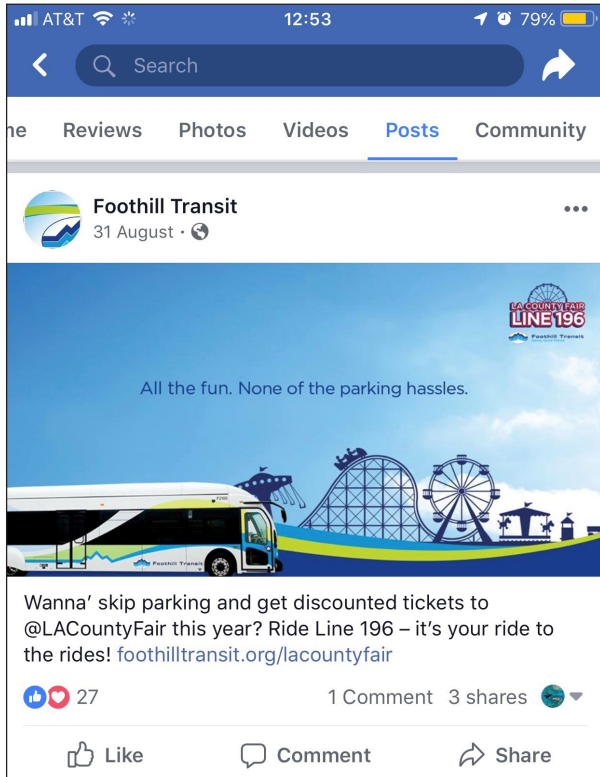
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Social Media / Digital Billboard

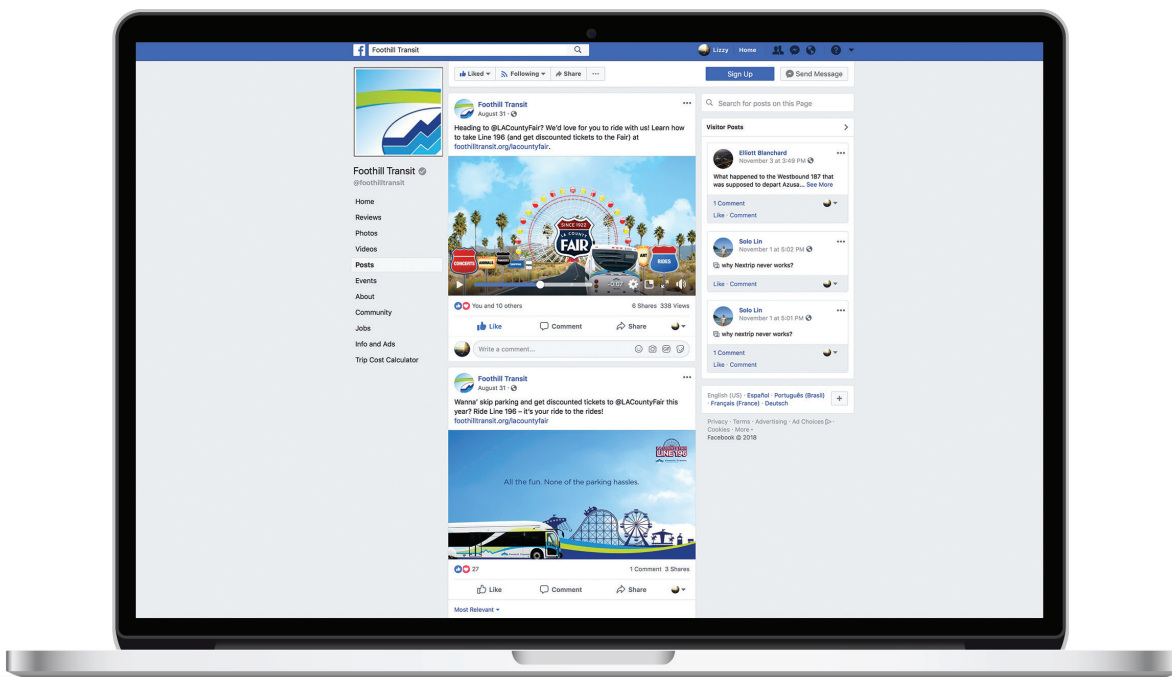
Social Static Ad – Facebook, Twitter, Instagram



Fairplex Outdoor Digital Billboard



:15 Social Video – Facebook,  
Twitter, Instagram







Social Media

“Five Reasons Why” Social Posts – Facebook, Twitter, Instagram

