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**JEWISH COUNTY FAIR 2011 WILL
CELEBRATE JEWISH FOOD, MUSIC AND CULTURE
Southern California's Biggest Jewish Fair Returns to Malibu October 16**

LOS ANGELES (September 20, 2011) – The second annual Jewish County Fair will take place on October 16, 2011 at the Shalom Institute in Malibu, California. The fair, an outdoor celebration of food, music and culture, is the biggest Jewish community fair in Southern California. It will take place during the Jewish harvest festival of Sukkot and is open to the entire Los Angeles community. More than 3,000 people are expected to attend this year's fair.

Music is a big part of the fair, which includes a mini-festival of popular Jewish artists. This year's line-up includes Israeli world-music superstar Idan Raichel, New York's Moshe Hecht Band, indie rockers Michelle Citrin and Josh Nelson, children's performer Robbo, and many more.

Active fairgoers can enjoy a variety of carnival games and outdoor activities including a dunk tank, a climbing wall and a ropes course. Shopaholics can go wild in "The Shuk," an Israeli-style marketplace featuring jewelry, Judaica, crafts and more. Food-lovers can sample locally-grown organic produce, bake pita with local herbs at the bread-making tent and taste boutique kosher wines. There will be also be lots of tasty kosher food for sale.

Renowned Jewish entertainer Craig Taubman and Craig'n Co. are co-producing the Jewish County Fair with the Shalom Institute. A family-friendly event for all ages, the fair is one of four "Big Jewish Tent" events planned by the two groups.

"This is a festival where the entire Los Angeles community can savor the variety of Jewish culture while enjoying great music and food in a beautiful natural setting," said Bill Kaplan, executive director of the Shalom Institute:Camp and Conference Center.

"Los Angeles is a diverse city with many great cultural festivals, and we're proud to join in by offering a distinctive Jewish event that's fun for everyone."

“You don’t have to be Jewish to have a great time at the fair,” says Craig Taubman. “With wine tasting, organic produce, drum circles and great musicians from across the Jewish world, there’s something for everyone to enjoy. For Jews, it’s a great opportunity to come together and share our culture with each other and the community at large. ”

The Jewish County Fair runs from 11 am – 6 pm on Sunday, October 16 on the beautiful wooded grounds of the Shalom Institute Camp and Conference Center, 34342 Mulholland Highway in Malibu.

Ticket prices are \$6 in advance and \$9 at the gate and may be purchased online at www.jewishcountyfair.com . Children aged 3 years and younger will be admitted free. Fair sponsors include The Jewish Community Foundation and more than 70 Southern California synagogues and Jewish organizations.

In keeping with the Jewish tradition of community service, The Jewish County fair will host an American Red Cross mobile blood drive and a food drive for the JFS/SOVA Food Pantry.

For more information on The Jewish County Fair and other Big Jewish Tent events, visit www.bigjewishtent.com, www.facebook.com/bigjewishtent or @craigtaubman.

ABOUT THE SHALOM INSTITUTE

The Shalom Institute is a year-round experiential Jewish education center accredited by the American Camp Association and affiliated with Jewish Community Centers of North America. It is a beneficiary of the Jewish Federation of Greater Los Angeles. More information is available at www.shalominstitute.com .

ABOUT CRAIG ‘N CO.

Craig 'n Co. is an independent record label and production company, headed by top-selling Jewish musician Craig Taubman. The company creates and distributes some of the best Jewish music in the world. www.craignco.com.

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