



MEDIA CONTACT:

Tristan Hallman
Chief Communications Officer
Del Mar Fairgrounds, 22nd DAA
(858) 399-0221
thallman@sdfair.com

KAABOO, 22nd DAA working toward 2025 festival at the Fairgrounds

Organizers had been trying to rebuild the popular festival that last took place at the Fairgrounds in 2019

DEL MAR, Calif. (Aug. 1, 2024) — The 22nd District Agricultural Association (22nd DAA) and the Festival Licensing and Acquisition Corporation (FLAAC) have begun working toward a September 2025 return of KAABOO.

The Del Mar Fairgrounds, which the 22nd DAA owns and operates, previously hosted KAABOO from 2015-2019. The popular festival featured music, art, comedy shows, and more.

FLAAC began working to rebuild the festival — which went dormant beginning in 2020 — late last year after licensing the KAABOO brand from its previous owners. FLAAC’s initial goal was to return KAABOO to the Fairgrounds in September 2024.

However, because of a shorter-than-expected timeline combined with myriad other external challenges, both parties have agreed that the organizers should turn their focus toward 2025.

“We want FLAAC to have enough time to put on the best event possible — one that is worthy of the fond memories the people of San Diego County have of KAABOO,” said Carlene Moore, CEO of the 22nd DAA. “We look forward to having KAABOO return home to our cherished community gathering place in September 2025.”

FLAAC also released the following statement: “Producing a music festival is already a tremendous undertaking — one we are familiar with — on an ordinary timeline. But we want to do more than just put on a music festival; This is KAABOO, a festival known for its quality experience, high-caliber acts, and fun atmosphere. With this additional time, we are confident that we can put together a memorable KAABOO that our guests will love. We look forward to making lineup announcements in the months ahead.”

About the 22nd District Agricultural Association

The 22nd District Agricultural Association owns and operates the Del Mar Fairgrounds and is governed by a nine-member board appointed by the governor. Fairgrounds operations are primarily funded by revenues generated by hosting events, the largest being the annual San Diego County Fair. For more information, visit delmarfairgrounds.com.

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