

2019 Hall of Honor

Regional Treasure Category

FAIRYTALE TOWN

In recognition of providing the children of Sacramento a place to dream, explore and learn all while having fun in a creative and safe environment.



A nonprofit children's storybook park and education center dedicated to promoting the imagination, creativity and education of children, Fairytale Town is home to 31 three-dimensional playsets based on favorite fairytales and nursery rhymes, including three interactive learning gardens, two performing arts stages and a family of barnyard animals. Significant physical improvements and innovative programs have established Fairytale Town as an important destination that promotes quality family time, play, creativity, imagination, learning and fun.

Located in William Land Park in Sacramento, California, Fairytale Town opened to the public on August 29, 1959, when it was dedicated as a gift to the children of the Central Valley by the City of Sacramento, the Junior League of Sacramento and other community and business leaders. Fairytale Town remains the only literacy-based park that serves children in this region. Year-round special events and educational programming introduce literacy and creative experiences to thousands of visitors each year.

Fairytale Town became a nonprofit operation in 1997, after being managed by the City of Sacramento for many years. Now supported primarily by the public, this children's park reinvests its revenues in programs, facility upkeep, capital improvements and operations. Less than one percent of Fairytale Town's operating budget comes directly from the City of Sacramento.

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