



Western Fairs Association 2009 Feature Fair Big Fresno Fair is the First-ever California Feature Fair

In January 2009, The Big Fresno Fair received the exciting news that it was chosen as the 2009 Feature Fair by Western Fairs Association (WFA.) This selection, which is made annually by the WFA president, marks the first time that a California fair has been selected as the Feature Fair and given the opportunity to showcase, first-hand, its innovative programs and vision to its peers within the industry. The Feature Fair Tour will be open to WFA's membership, which includes 138 fairs and festivals located in 11 states.

“As incoming president of WFA, I was excited and honored to select The Big Fresno Fair as the 2009 Feature Fair Tour,” said Jon Baker, CEO of the Pima County Fair, Arizona. “I have had the opportunity to visit several feature fairs, from Canada to Mexico, and The Big Fresno Fair promises to be one of the very best. Attendees will experience the quality leadership, creativity and innovation that catapulted The Big Fresno Fair into the rankings as one of the Top 50 fairs in the United States.”

The Big Fresno Fair will welcome representatives from fairs and festivals throughout the Western United States at the special tour of the 2009 Fair on October 15th & 16th. The Fair Management Team is busy planning an ultimate “behind the scenes” experience for these attendees including: an up close look at the grounds improvements, horse racing operations, the Clean & Green Program, the educational opportunities, the agriculture history and much more!

“Being selected as the Featured Fair is truly a great honor,” said John Alkire, CEO, The Big Fresno Fair. “We are excited to have the opportunity to not only share our experiences and programs with our peers in the industry, but show them the immense changes that our Fair has undergone and our vision for the future.”

The Big Fresno Fair has been a longstanding tradition and integral part of our community for the past 126 years and this year it will have the opportunity to showcase the history, traditions and programs that make it one of the best fairs in the nation!

Interviews Available: John C. Alkire, CEO; Stacy Rianda, Deputy Manager II; Lauri King, Deputy Manager I; Stephen Chambers, WFA Executive Director; and Jon Baker, WFA President

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com

