



Clean & Green Program

The Big Fresno Fair Continues to Go Green in 2009!

Over the years, The Big Fresno Fair has taken enormous strides to build its “Clean & Green” Program and become a more environmentally-friendly partner and this year is no different! In a continuing effort to uphold the Fair’s mission “to educate, celebrate and have fun,” the Fair will have educational non-profit booths each day at the Fair featuring ways to become more environmentally-friendly. The newest “green” edition to the Fair is The Water Tree, solar powered by PG&E. Every water pump, light and TV screen within The Water Tree will be powered by energy that PG&E has harnessed through solar panels right at The Fair. It’s a great chance to learn to how important sun and water are in the Central Valley!

The Fair will also continue its “Clean & Green” Program, which started in 2006 and includes:

- **Rubber Recycling:** The Fair saved nearly 13,000 tires from being dumped into California landfills by utilizing various tire-derived rubber flooring products that were installed around the Fairgrounds. This was made possible by a \$400,000 grant from the California Integrated Waste Management
- **Solar Panels:** In 2007, a \$5 million photovoltaic system project was added that includes more than 14,000 solar panels. This is one of the largest solar panel projects in the entire Fair industry, which helps produce 800KW of its own electricity daily!
- **Cardboard/Plastic Recycling:** The Fair recycles cardboard, paper and plastic during the Fair and also actively recycles concrete, oil, grass clippings, tree trimmings and much more!
- **Electronic Recycling:** In 2006, the Fair became the first fairground facility in California to serve as a collection site for electronic waste. It is illegal to dump electronic waste into landfills, so the Fair provides a convenient and free place for Fresno County residents to dispose of their electronic waste each month. To date, the Fairgrounds has collected over 111 TONS of e-waste.
- **Grounds Improvements:** The Fair has planted more than 6,100 new trees and installed more than two and a half miles of pop-up sprinklers, which has helped reduce the amount of dust in the environment and cut down on the amount of water used to keep the dust out of the air.
- **Shuttle Services:** Transportation to and from the Fair will be provided from Clovis and Fresno through the Fair’s Park & Ride Program. The shuttle service program started in 2006 and has gained popularity as the easiest way to travel to the Fair!
- **Vegetable Oil Recycling:** During the annual Fair, vegetable oil from all the concessionaires is collected and then recycled!
- **Chemical Free Cleaners:** In 2008, the Fair started using specialized cleaners that are significantly less damaging to the environment than normal cleaners. The Fair uses 100% recycled paper towels and toilet paper.

Interviews Available: John Alkire, CEO; Stacy Rianda, Deputy Manager II; and Lauri King, Deputy Manager I, The Big Fresno Fair

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