



September 2009

Dear Media Professional,

The “Big Times Are Back” in a BIG way and on behalf of the Board of Directors and the entire Big Fresno Fair family, we would love for you to join us at the 2009 Big Fresno Fair, October 7<sup>th</sup> – 18<sup>th</sup>.

We pride ourselves as a family-fun and affordable entertainment venue and this year we are offering even more ways to save! Plus, once at the Fairgrounds, there are FREE attractions and exhibits for all of our patrons to enjoy. From exhibits to racing, entertainment to livestock and everything in between, the Fair is BIGGER and BETTER than ever! Use this media kit as a guide to learn all about the exciting events taking place at the Fairgrounds during this 12-day event that attracts nearly 550,000 people!

One of our most exciting events during this year’s Fair is the special two-day tour that will take place when we host representatives from fairs and festivals from throughout the Western United States. We are proud to be selected and are honored to serve as the Western Fairs Association’s 2009 Feature Fair, which is also the first time a California Fair has been bestowed with this honor. Our Fair has been a longstanding tradition and integral part of our community for the past 126 years and this year we will have the opportunity to showcase the history, traditions and programs that make it one of the best fairs in the nation!

At The Big Fresno Fair our mission has always been to celebrate, educate and have fun and we at the Communications Department make it our sole responsibility to assist you in any and all ways possible. From answering questions to helping facilitate interviews for filming and photography, we make it our priority to help you meet the strict deadlines of the media industry. The Communications Department at The Big Fresno Fair has a qualified team of individuals to assist with anything you may need and we are available 24-hours a day, 7-days a week to help make your job as easy as possible!

There are many stories waiting to be told about the events, history and people that make this 126-year tradition so special to the Central Valley and we look forward to working with you this year. Please do not hesitate to stop by or call with any questions, ideas, suggestions or concerns. We truly appreciate your coverage of the Fair, and we will do whatever we can to make your time on the Fairgrounds a positive and successful experience. The “Big Times Are Back” at The Big Fresno Fair, October 7<sup>th</sup> – 18<sup>th</sup>...can’t wait to see you there!

Sincerely,

Debra Nalchajian-Cohen  
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The Big Fresno Fair

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The Big Fresno Fair



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