



FOR IMMEDIATE RELEASE

CONTACT: Danielle LeBouef
Office: (559) 650-3229
Cell: (559) 994-3133

TICKETS FOR THE 2010 BIG FRESNO FAIR CONCERT SERIES GO ON SALE JULY 16th AT 9 A.M.

Limited time offer of 50% off admission tickets with the purchase of a concert ticket!

FRESNO, CALIFORNIA, July 12, 2010...The Big Fresno Fair is excited to announce that tickets for the Table Mountain Concert Series in the Paul Paul Theater, presented by Coors Light and Toyota, will go on sale **Friday, July 16th at 9:00 a.m.** Reserved seats can be purchased online at www.FresnoFair.com, by phone at (559) 650-FAIR or at the Fresno Fairgrounds Box Office located at 1121 S. Chance Ave., Fresno, CA 93702. The box office will be open from 9:00 a.m. to 4:00 p.m., Monday – Friday, beginning July 16th.

Back by popular demand in 2010, the Fair is offering a limited time 50% discounted single admission ticket with the purchase of a concert ticket! The 50% discounted admission offer only lasts until Sunday, July 18th at Midnight. Also, take advantage of these other great presale offers:

- *Back by popular demand!* Season Pass: Purchase your pass for only \$25 and visit the Fair every day if you want! Must purchase before September 6th. Photo ID will be required for use.
- Unlimited Carnival Ride Wristband: Only \$20 if purchased by October 5th. That's a \$10 savings!
- Group Pack: Includes 20 adult admission tickets for \$160 (\$8 each) good for any day at The Big Fresno Fair. Purchase it with family or friends and save a bundle!
- Turf Club and Luxury Deck: Enjoy live horse racing like a VIP! Dine at the exclusive Turf Club for \$40 or Luxury Deck for \$125 with a reserved table, or sit and relax on a Turf Club bar seat for \$10.

Sign up to become a member of The Big Fair Fan Club and you can purchase pre-sale reserved seating concert tickets starting on Wednesday, July 14th, plus take advantage of the 50% off admission discount with the purchase of a concert ticket. Visit www.FresnoFair.com and sign up to be a Big Fair Fan Club member and take advantage of this great offer! Big Fair Fan Club members will receive their pre-sale password via email on July 12th – two days before the exclusive July 14th Big Fair Fan Club pre-sale begins.

“We are pleased to provide Fairgoers with the opportunity to see some great performances at an affordable price, along with discounted admission and other great savings opportunities like the Season Pass,” said John C. Alkire, CEO, The Big Fresno Fair. “We pride ourselves on having a little something for everyone and this year we definitely have a variety of music that meets the tastes and preferences of a variety of people.”

- more -

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





2010 Concert Tickets on Sale – Page 2

As the largest event in the Central Valley, this year’s headliners from the past and present are sure to make the 2010 Table Mountain Concert Series enjoyable for everyone. It is recommended to purchase reserved seat tickets in advance to make sure you have a seat. Plus, if you buy before Sunday, July 18th at Midnight, you will get half off your admission ticket!

Ticket prices for reserved seating are based on proximity to the stage. A portion of the theater will continue to be FREE general admission seating with paid Fair admission and is available on a first come, first served basis for each concert.

THE 2010 TABLE MOUNTAIN CONCERT SERIES IN THE PAUL PAUL THEATER

Wed., Oct. 6th	Sammy Hagar and The Wabos	Reserved Seating \$50/\$42
Fri., Oct. 8th	Julianne Hough and Joe Nichols	Reserved Seating \$22/\$15
Sun., Oct. 10th	Selena Gomez Gomez (<i>show starts at 2 p.m.</i>)	Reserved Seating \$36/\$29
Mon., Oct. 11th	Commodores	Reserved Seating \$20/\$15
Tues., Oct. 12th	Foghat and Blue Öyster Cult	Reserved Seating \$20/\$15
Wed., Oct. 13th	Michael W. Smith	Reserved Seating \$20/\$15
Thurs., Oct. 14th	The Turtles featuring Flo & Eddie and Chubby Checker	Reserved Seating \$20/\$15
Fri., Oct. 15th	Montgomery Gentry	Reserved Seating \$42/\$35
Sat., Oct. 16th	Jason Derülo	Reserved Seating \$25/\$17

Artists subject to change. Fair admission is not included in reserved seat pricing. Service charges may apply. Concerts begin at 7:30 p.m. unless otherwise noted. For updated information visit www.FresnoFair.com or call (559) 650-FAIR.

###

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

