



FOR IMMEDIATE RELEASE

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THE BIG FRESNO FAIR IS SEEKING NOMINATIONS FOR ITS COMMUNITY CHAMPIONS AWARDS

Awards to honor those individuals who have made a difference in Fresno County communities

FRESNO, CALIFORNIA...MAY 18, 2009...The Big Fresno Fair is proud to announce the 2nd year of The Big Fresno Fair Community Champions Awards, which formally recognize individuals who have demonstrated an extraordinary passion for the betterment of Fresno County. Awards will be given in four categories: Youth, Volunteer, Humanitarian and Educator.

To be a contender for the Community Champions Awards, individuals must first be nominated by a community individual, Big Fresno Fair staff or past Big Fresno Fair Board of Directors. Nominations will then be reviewed by The Big Fresno Fair Board of Directors and final selections made. Only four awards will be given out each year; one in each of the categories listed above. The winners of the inaugural Big Fresno Fair Community Champions Awards in 2008 were Taytum Rose Popp – Community Champion, Youth; Larry M. Fortune – Community Champion, Volunteer; Israel Lara – Community Champion, Humanitarian; and Alfred Sanchez – Community Champion, Educator.

“The feedback from our first year of the Community Champions Awards was phenomenal! People really got behind the opportunity we provided for them to recognize those individuals who go to great lengths to give back to Fresno County communities,” said John C. Alkire, CEO, The Big Fresno Fair. “These awards truly provide an opportunity to recognize some of the “best people” in Fresno County, which is what the Fair does. It provides an opportunity for us to showcase the “best” in Fresno County and that is what we’ll continue to do with the Community Champions Awards in 2009.”

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All Big Fresno Fair Community Champions Award-winners will receive prominent visual recognition at the Fairgrounds, as well as receive a special Community Champions Award plaque at Opening Ceremonies. Award-winners will also be listed on our website.

Nominations are now being accepted for the 2009 Big Fresno Fair Community Champions Awards. The deadline for submission is **August 15, 2009**. Nomination forms are available at the Administration Office located at 1121 S. Chance Avenue, Fresno, CA 93702, or online at www.FresnoFair.com. There is no limit on the number of nominations an individual or organization can make.

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. Nearly 550,000 people from throughout the state visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Larry Serpa, President; Tim Bakman, Vice President; Joseph De Los Santos, Secretary Treasurer; Ardie Der Manouel, Elizabeth Hudson, Debbie Jacobsen, Vernon Jones, Wangyee Vang and William White. John C. Alkire heads daily operations in his role as Chief Executive Officer. Additional information about The Big Fresno Fair can be found at www.FresnoFair.com.

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