



## **FOR IMMEDIATE RELEASE**

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### **THE BIG FRESNO FAIR EARNS FIVE AWARDS AT LOCAL PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA) IMAGE AWARDS** *Award program recognizes excellence in the practice of public relations*

**FRESNO, CALIFORNIA...JUNE 11, 2010...** The Big Fresno Fair received five awards for programs completed in 2009 at the annual Central California Chapter of the Public Relations Society of America (PRSA) Image Awards luncheon held on Friday, June 4, 2010 in Fresno. The Fair took home the highest honors – an “Award of Excellence” – for its Drought Relief Food Drive and Social Media Campaign. The Fair also received an “Award of Merit” in three other categories. Here is the complete list:

Award of Excellence:

- Campaign of the Year – Drought Relief Food Drive, in partnership with The Salvation Army & Community Food Bank
- Social Media Campaign – Fair Website, Facebook and Twitter

Award of Merit:

- Community Service – Girl Scouts of Central California South Recruitment Campaign
- Community Service – Drought Relief Food Drive, in partnership with The Salvation Army & Community Food Bank
- News Release – Drought Relief Food Drive, in partnership with The Salvation Army & Community Food Bank

“Being honored at the PRSA Image Awards for our signature community outreach programs and new social media initiative shows the Fair’s dedication to serve the community it represents, as well as our focus on staying in touch with our patrons and making sure they have a voice,” said John C. Alkire, CEO of The Big Fresno Fair. “The connection we have to our community is of the utmost importance to our fairgrounds, which is why these types of initiatives are important to The Big Fresno Fair. In 2010, we are excited to continue expanding our social media campaign, as well as bringing back our Community Food Drive which is so needed during a time of such high unemployment for our county.”

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*PRSA Image Awards cont...*

The Public Relations Society of America is the world's largest professional organization for public relations practitioners and members promote the highest professional standards, work to improve their skills and advance knowledge, exchange information and experiences with other professionals and adhere to a Code of Professional Standards. Each year, the Image Awards program accepts entries from throughout the chapter's service area in Fresno, Kern, Kings, Madera, Mariposa, Merced, San Luis Obispo and Tulare counties. Submissions were judged by members from a PRSA chapter in Arizona.

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21<sup>st</sup> District Agricultural Association. More than 500,000 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: Tim Bakman, President; Bill White, Vice President; Debbie Jacobsen, Secretary/Treasurer; Ron Barsamian; Ardie Der Manouel; Elizabeth Hudson; Vernon Jones; Larry Serpa and Wangyee Vang. 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](http://www.FresnoFair.com).

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