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THE BIG FRESNO FAIR SEEKS LOCAL ENTERTAINMENT FOR MUSICAL SHOWCASE AT THE 2010 FAIR

FRESNO, CALIFORNIA...May 26, 2010... The Big Fresno Fair is pleased to announce that it is holding its first-ever Local Performer Contest starting on June 1st. A total of six local performers will be selected to be part of the first annual local musical showcase at the 2010 Big Fresno Fair on Thursday, October 14th from 4 p.m. until 10 p.m. on the Pavilion Stage.

Interested local performers are encouraged to submit their music videos online at www.FresnoFair.com. Once approved, videos will then be posted on the Fair's website, with links posted from Facebook and Twitter, where the public can comment on who they would like to see as part of the musical showcase at the 2010 Big Fresno Fair. Submissions will be accepted starting June 1st until July 31st. All music videos must be family-friendly, as The Big Fresno Fair is a family-friendly environment.

Based upon the most positive public comments on each of the videos posted, as well as input from the local performer contest sub-committee, 20 local musical performers will be selected to advance to the voting portion of the competition. Then Big Fair Fan Club members will be able to vote online for the six bands they want to see at the Fair as part of this local musical showcase. If you are not a Big Fair Fan Club member you can sign up at www.FresnoFair.com. Voting will start on August 4th and last until August 31st. The final six musical performers selected to perform at the 2010 Big Fresno Fair's Local Performer Showcase will be announced mid-September.

"We are a community Fair and as such we are a reflection of those in our community. This is why we wanted to provide a platform to showcase all the local musical talent we have here in Fresno County," said John C. Alkire, CEO of The Big Fresno Fair. "The local performer contest provides a way for us to do this and create something fun and new for the community to get behind. The entire process from viewing the videos online, to voting for your top six and then coming out to see them at the Fair will be something fun and unique to be a part of. We hope to see this competition and musical showcase grow each year, sharing with a new audience the numerous local talented musical performers."

If you would like more information or would like to help spread the word about the contest and showcase, visit www.FresnoFair.com/localperformercontest to download a PDF of the promotional flyer.

Big Times Are Back at The Big Fresno Fair October 6th – 17th. To learn more about what's new and exciting at the 2010 Big Fresno Fair, visit www.FresnoFair.com.



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