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THE BIG FRESNO FAIR TAKES HOME 15 AWARDS AT THE WESTERN FAIRS ASSOCIATION'S (WFA) ANNUAL ACHIEVEMENT AWARDS

FRESNO, CALIFORNIA, February 5, 2010...The Big Fresno Fair received 15 awards at the 87th Annual Western Fairs Association (WFA) Achievement Awards that was held in Reno, Nevada, January 24th – 27th, 2010, in addition to Fair CEO John C. Alkire being inducted into the WFA Hall of Fame. The Big Fresno Fair took home first-place honors for its 2009 Theme Poster; Competitive Exhibits Handbook; the new exhibit building “Wild America,” which featured Brad’s World Reptiles, Boy Scouts of America and amazing photos from the “Pop” Laval Collection of nature and the boy scouts 100 years ago; plus for its custom labeled 2009 Feature Fair Wine Bottle. The Fair received second place for the “What’s New” Radio Spot, Theme Logo, Girl Scout Recruitment Program and the Commercial Exhibitor Handbook.

“We are consistently focused on ways to improve the Fairgrounds for our patrons, employees and exhibitors,” said Alkire. “The variety of categories we were honored in at the Annual Western Fairs Achievement Awards speaks to the fact that we are working to improve all aspects of our Fair. It was a big year for us with the new exhibit building, community partnerships and being selected the first-ever California Feature Fair. I could not be happier with our showing and expect more great things for the 2010 Fair.”

At the WFA Achievement Awards Ceremony, The Big Fresno Fair collected a total of four 1st place, four 2nd place and three 3rd place awards, plus four Honorable Mentions. Here is a complete list:

1st Place Awards:

- Poster – 2009 “Big Times Are Back” Theme Poster
- Giveaways – Commemorative 2009 WFA Feature Fair Wine Bottle with Custom Label
- New Featured Exhibit – “Wild America” Building that featured Brad’s World Reptiles, Boy Scouts of America and the “Pop” Laval Foundation.
- Competitive Exhibits Handbook

- more -

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2nd Place Awards:

- Radio Advertising – What’s New Radio Spot
- Fair Logo Contest – 2009 Theme Logo
- Generational Marketing – Girls Scout Recruitment Program
- Commercial Exhibitor Handbook

3rd Place Awards:

- Fair-time Website – www.fresnofair.com
- Fair Sponsorship Involvement – First 5 Fresno County Mommy Zone
- Community Outreach Program – Drought Relief Food Drive, Community Bus Program, Girl Scout Recruitment Program and Boy Scouts of America Partnership

Honorable Mention:

- Display Newspaper Advertising, Single Ad – What’s New Full Color Ad
- Books, Magazines or Newsletters – 2009 Big Fresno Fair Cookbook
- Best Single Day Promotion – Drought Relief Food Drive
- Overall Children’s Program – Mutton Bustin’

During this year’s WFA Awards Program, The Big Fresno Fair competed against other top fairs within the Western United States and Canada including Arizona State Fair, California State Fair, Calgary Stampede, California State Fair, Puyallup Fair and San Diego County Fair. The Western Fairs Association is a non-profit trade association serving the Fair Industry throughout the Western United States and Canada. The WFA offers an Annual Achievement Awards Program to recognize excellence and to share successful fair ideas and programs.

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st 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.

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