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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 2, 2009...The Big Fresno Fair received 15 awards at the 86th Annual Western Fairs Association (WFA) Achievement Awards that was held in Reno, Nevada, January 25 – 28, 2009 – almost twice as many awards as received last year. The Big Fresno Fair took home first-place honors in the Non-Traditional Revenue Generating Program category for the Land O'Lakes Butter Barn Laser Shooting Gallery, as well as for the new Found Children Cards that were first used in 2008 and contained the parent's cell phone number, which helped reunite lost children with their parents in a timely manner. The Fair received second place for its Clean & Green Program, which included the first-ever PG&E Clean & Green Day.

"We are consistently focused on ways to improve the Fairgrounds for our patrons, employees and exhibitors," said John C. Alkire, Chief Executive Officer for The Big Fresno Fair. "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. I could not be happier with our showing and expect more great things for the 2009 Fair."

During the WFA Achievement Awards Ceremony, The Big Fresno Fair collected a total of six 1st place awards, six 2nd place awards and three 3rd place awards that include the following:

1st Place Awards:

- Commercial Exhibitor Handbook
- Community Outreach Program
- Competitive Exhibit Handbook
- News Photo – Fresno Bee
- Non-Traditional Revenue Generating Program – Land O'Lakes Butter Barn Laser Shooting Gallery
- One Program For Children – Found Children Cards

- more -

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2nd Place Awards:

- Conservation Programs or Being Green – PG&E Clean & Green Day
- Fair Sponsorship Involvement – Kings Canyon Gate Entrance
- Fair-time Website – www.fresnofair.com
- Give It Your Best Shot – Any Other
- Our Best New Idea This Year – Auto Deal Booklets
- Pamphlets, Brochures & Direct Mail – Entertainment Mailer

3rd Place Awards:

- Fair Logo Contest – 2008 Theme Logo
- Fairtime Employee Program – Employee Training Video & Incentive Program
- Innovative Advertising Using Technology – \$3 Monday & \$2 Tuesday Promotion

Honorable Mention:

- Give It Your Best Shot – Entertainment

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. 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. For additional information about The Big Fresno Fair go to www.FresnoFair.com.

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