



## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

**Danielle LeBouef**  
Cell: 559-994-3133

**Debbie Cohen**  
Cell: 559-281-1312

**Megan Jacobsen**  
Cell: 559-284-4851

### **DEEP DISCOUNTS AND BIG ATTRACTIONS BROUGHT LARGE CROWDS TO THE 2010 BIG FRESNO FAIR**

**Fresno, CA...October 19, 2010...**The Big Fresno Fair is pleased to announce the successful completion of the 2010 Big Fresno Fair, which ran October 6<sup>th</sup> – 17<sup>th</sup>. On closing day of the 2010 Fair, patrons were not slowed by a few drops of rain in the morning. Families from throughout the Central Valley, and beyond, crowded the Fairgrounds to enjoy a little cooler weather as they made their way through the Fairgrounds to see all the new and returning attractions at the 127<sup>th</sup> year of The Big Fresno Fair. From new attractions like the Blue Moon Yosemite Station, The Greenhouse, The Big Fresno Fair Farmer's Market; Local Performer Showcase on Thursday, October 14<sup>th</sup>; Human Bubble; Wizard's Challenge and Elisa's Cutest Show On Earth – Farm Time Tour to returning favorites like the Happy Day Pony Rides, Wool Warriors Mutton Bustin', Crystal Ag Ventureland, Table Mountain Rancheria Park and more – there was plenty to keep Fairgoers busy on their visit!

Fueled by deep discounts – both pre-Fair and Fair-time – crowds turned out in big numbers for the 2010 Big Fresno Fair despite the sluggish economy. Pre-Fair discounts included a special concert tickets on sale launch in both July and August that included 50% off admission for Big Fair Fans with the purchase of each concert ticket, the popular Season Pass was back providing entrance into the Fair everyday for only \$25; plus a new partnership with Save Mart Supermarkets and FoodMaxx locations in Fresno, Madera and Kings counties that offered \$2 off admission (all ages) and \$10 off an Unlimited Carnival Ride Wristbands. The Big Fresno Fair also partnered with the Central California Blood Center to create the first-ever “Pint for a Pass” promotion that provided a “buy one, get one free” voucher to the 2010 Fair for those individuals that donated blood from August 25<sup>th</sup> to September 8<sup>th</sup> in addition to targeted drives in July, August and September. Through this partnership nearly 11,000 pints of blood were collected, helping the Central California Blood Center reach their monthly needs to supply blood and blood products for the 31 hospitals in Fresno, Tulare, Madera, Kings and Mariposa Counties. The Fair-time discounts included Seniors' Day (10/6), Special Interest Day (10/6), \$1 Carnival Ride Wednesdays (10/6, 10/13), Kids' Day (10/7), Save Mart

- more -



1121 S. Chance Avenue, Fresno, California 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.fresnofair.com](http://www.fresnofair.com)  
**An Equal Opportunity Employer**





*End of Fair Statistics, page 2 cont...*

Supermarkets & FoodMaxx \$2 Tuesday (10/12) and the “Feed the Need” Community Food Drive (10/14). The Big Fresno Fair’s “Feed the Need” Community Food Drive event in collaboration with The Salvation Army and Community Food Drive held on Thursday, October 14<sup>th</sup> from 11:30 a.m. to 5 p.m. offered free admission for those individuals who brought four cans of food. The effort collected 103,564 pounds of food (or 51.7 tons). The food donated at The Big Fresno Fair represents the largest single-day, single location collection in United States history and almost doubles the totals from the 2009 food drive that collected 56,700 pounds of food (or 28.6 tons). All the food went to The Salvation Army and Community Food Bank to feed those in need of emergency food assistance in the Central Valley. Thousands of Boy Scouts and Girl Scouts joined the “local giving” on Thursday, October 14<sup>th</sup> in an unprecedented membership recruitment program tied to the Feed the Need Community Food Drive. Scouts from multiple counties recruited friends to join the program that day, which included their membership fee being waived that day only at the Fair. Additionally, this was “Save Our Water Day” and on this day Fairgoers pledged to save 925,990 gallons per month at the Save Our Water booth, which educated Fairgoers on water conservation.

Traditional fun Fair attractions were back again this year including: the best of the County’s agriculture, livestock and competitive exhibits; 10 days of horseracing; free family-fun adventures in Table Mountain Rancheria Park; carnival rides; free shows on the Pavilion, Corona Cantina, Blue Moon Yosemite Station and Save Mart Wine Garden stages and various grounds entertainment; plus time-honored Fair food and more. The Table Mountain Concert Series line-up in the Paul Paul Theater was as exciting and demographically diverse as ever before with top sellers including Selena Gomez, which sold out, Sammy Hagar & The Wabos, Jason Derülo and B.o.B & Fashawn.

The Big Fresno Fair will also receive national attention when two very different television programs that will air Winter 2010 and Spring 2011. Go Go Luckey Productions filmed legendary concessionaire, Chicken Charlie, and his team throughout the 2010 Big Fresno Fair for a Travel Channel reality show pilot that, if picked up, will follow Chicken Charlie to other western United States fairs. Also, PBS’s Huell Howser handpicked The Big Fresno Fair to be filmed as one of 11 California fairs for his new series “California Golden Fairs.” He arrived energetic on Thursday, October 14<sup>th</sup> and filmed most of the day, even finding time to sign autographs and take pictures with Fair patrons in the Wells Fargo Agriculture Building. The new series, which will air in Spring 2010, will showcase the deep connection between The Big Fresno Fair and the Central Valley on national television. Fair Management will announce the date once it is known.

- more -



1121 S. Chance Avenue, Fresno, California 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.fresnofair.com](http://www.fresnofair.com)  
**An Equal Opportunity Employer**





*End of Fair Statistics, page 3 cont...*

The 2010 Big Fresno Fair unaudited attendance totaled 542,537 an increase of 5.55% from 2009. Concession numbers were up by 12% from 2009, which was a direct reflection of the big crowds that Save Mart Supermarkets & FoodMaxx's \$2 Tuesday and the "Feed the Need" Community Food Drive brought in.

"In order for our Fair to be successful, we have to be a reflection of and have a deep connection with our community. In light of the still struggling economy, we wanted to provide various affordable ways for families to come to the Fair and enjoy themselves. That was the goal with the numerous pre-Fair and Fair-time discounts, which based upon the numbers we definitely did bring more people out to enjoy the Fair experience," said John Alkire, CEO of The Big Fresno Fair. "Not only were we able to provide discounted admission to our community, but we were able to give back with the 'Pint for a Pass' Blood Drive and the 'Feed the Need' Community Food Drive. I am thrilled with our attendance numbers this year and our positive impact on the community."

While the numbers slightly dipped, down 4% in on-track handle, The Big Fresno Fair still had a great year in horse racing. The 10-day horse racing event drew large crowds and included a special treat for the horse racing fans. Kinsale King, the \$2 million Golden Shaheen Sprint winner for the Dubai World Cup in May and Breeder's Cup favorite, came to The Big Fresno Fair on Saturday, October 16<sup>th</sup> for a special training in preparation for the Breeder's Cup. He trained five furlongs between the second and third race on the Fair track. "This kind of visit does so much for our facility - adding creditability to our track surface, providing excitement for the crowds and makes our horse racing fans feel really special! When Kinsale King was running the track you literally could hear a pin drop in the grandstand," said Alkire.

The Jr. Livestock Auction had an impressive year with 745 animals sold between the two auctions on both Saturday's of the Fair, raising approximately \$800,000 for 4-H and FFA programs. The 4-H and FFA students worked hard to reach out into the community and secure buyers before the show, which was evident in the overall total dollars raised this year despite the current economy.

The overall success of the Fair can be attributed to the community who loves and supports their Fair. Many families stayed local for their entertainment and The Big Fresno Fair provided a family-friendly and affordable option. Planning is already underway for the 2011 Big Fresno Fair, which will include the addition of the bridge to The Water Tree, more trees and other enhancements to existing infrastructure throughout the Fairgrounds. The 2011 Big Fresno Fair will run October 5<sup>th</sup> – 16<sup>th</sup> and will mark the 128<sup>th</sup> year of this valued tradition.

###



1121 S. Chance Avenue, Fresno, California 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.fresnofair.com](http://www.fresnofair.com)  
**An Equal Opportunity Employer**

