



## **FOR IMMEDIATE RELEASE**

### **CONTACT:**

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

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

**Ashlee Garcia**  
Cell: 559-916-5101

### **FUN FACTS AND FAIR STATISTICS FOR THE 2012 BIG FRESNO FAIR**

**Fresno, CA....October 14, 2012...**The Big Fresno Fair, a 12 day event that caters to patrons from all ages and includes hundreds of vendors and exhibitors, plus a variety of attractions and entertainment, is the largest annual event in the Central Valley. The following information has been prepared as of Sunday, October 14, 2012, and includes a snapshot of interesting and unique facts and statistics from the 2012 Big Fresno Fair.

The Big Fresno Fair hired 772 employees for the months of September and October. NOTE: This does not include the local employees hired by our carnival provider, Butler Amusements or each of the individual food vendors.

#### **Big Fresno Fair Social Media**

- 500,000 people were reached through social media (Facebook & Twitter) during the 12 days of the 2012 Big Fresno Fair!
- 15,575 likes on Facebook
- 2,808 followers on Twitter
- 1,036 views on the Fair's new YouTube channel.

#### **Livestock Pavilion**

- 2,000 animals were exhibited at the Fresno Fair.
- 208 animals (meat goats, dairy cows, heifers, chickens, turkeys and rabbits) were put up for auction at the 2012 Jr. Livestock Auction on October 7.
- 513 animals (beef, sheep and swine) were put up for auction at the 2012 Jr. Livestock Auction held Saturday, October 14.
- The most expensive animal sold for \$7,000.
- 720 bales of straw/sawdust were purchased by the Fair for animals in the Livestock Pavilion.
- 2,600 pens and cages were set up.

#### **Ag Ventureland**

- 150 pregnant sheep were brought to the 2012 Fair.
- 38 lambs were born on-site.
- 16 cows were milked at the Challenge Dairy Cow Palace Milking Demonstrations and 380 gallons of milk were collected.



1121 S. Chance Avenue, Fresno, California, 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.FresnoFair.com](http://www.FresnoFair.com)





### **The Fair Education Program**

This annual program draws students, teachers and parents from Fresno County Elementary School classrooms who take part in educational tours of the Fair. Young participants visit each exhibit building and they are taught about the rich agricultural history of The Big Fresno Fair while using an interactive and educational guide and having fun all at the same time.

- Over 33,000 Fresno County parents, teachers and students toured the Fair this year as part of the Fair Education Program. This is the 20<sup>th</sup> year of the Program.

### **Home Arts Building presented by Save Mart Supermarkets & California Raisin Marketing Board**

- There were 133 homemade quilts that were entered for display.
- There were 5 food contests:
  - Homemade Ice Cream Contest; had 3 participants
  - King Arthur Flour “Great Cake” Contest; had 20 participants
  - BBQ Contest; had 5 participants
  - Woodcarver Contest; had 30 participants
  - Baked with Raisins & Raisin Pie presented by California Raisin Marketing Board
- There was an average of 6 demonstrations per day

### **Kids’ Town**

- *New World Discovery Exhibit*
  - 50 animals were on display in the new World Discovery Exhibit
  - Over 150 musical instruments were featured as part of this exhibit.
  - 73,000 people visited the new World Discovery Exhibit
    - 11,035 was the most people that visited in a single day!
  - 20 varieties of plant species from four continents were on display.

### **Free Entertainment**

- 1,433 hours of FREE entertainment were provided during the 2012 Fair.

### **New: Video Gaming Area**

- A total of 6 video games were available for Fair patrons to play.
- There were 910 gamers that showed up to play at the 2012 Fair!

### **Gem and Mineral Exhibit**

- 7,000 lbs. of polished rocks handed out during the Fair Education Program.
- \$3,000 in scholarships awarded to FSU and \$1,500 in scholarships awarded to Fresno City College.

### **Jackson Enterprises – Grilled Corn Stand**

- 6, 250 ears of corn were purchased.
- 1,000 corn in a cups were sold.



1121 S. Chance Avenue, Fresno, California, 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.FresnoFair.com](http://www.FresnoFair.com)





### **New Garlicky's**

- 9,000 Garlic Chicken and Veggie Kabobs were sold.
- 2,000 pizzas were sold.
  - The classic pepperoni pizza was ordered most frequently.

### **New Pignotti's Pasta**

- 250 bread bowls were used.
- 35 gallons of homemade pesto sauce were made.
- 138 pounds of tortellini were used.
- 85 gallons of tomato sauce were used.
- 820 meatball & sausage on a stick were sold.
- 2,300 meatball sliders were sold.
- Most Popular Item: Sausage Sandwich

### **Too Cool Icee Stands**

- 10,000 straws were used.
- 166 gallons of syrup were used.
- 1,476 refillable sports bottles were sold.

### **MBM Concessions/Fat Fanny's**

- 464 sticks of deep-fried butter were sold.
- 4,676 deep-fried Oreos were sold.
- 743 deep-fried Twinkies were sold.
- Most Popular Item? The fresh strawberry funnel cake! A total of 4,122 fresh strawberry funnel cakes were sold.

### **Legendairy Gelato**

- 14,000 scoops of gelato were served.
- 7,000 waffle cones were served.
- 250 of World's Largest Waffle Cones were made.
- 1,000 lbs. of waffle mix used to make the waffle cones.
- Top 3 top flavors were: Peach Champagne, Blackberry Zinfandel and Lemon Ice

### **Cotton Candy**

- A total of 1,000 pounds of sugar was used to make cotton candy.
- 4,200 candied or caramel apples were sold at the 2012 Fair.

### **SPCA**

- 53 animals were adopted by Fair patrons.
  - 16 cats
  - 37 dogs



1121 S. Chance Avenue, Fresno, California, 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.FresnoFair.com](http://www.FresnoFair.com)





### **Jack Frost Ice**

- An estimated 800,000 pounds of ice was used during the Fair.

### **All-Alaskan Pig Races**

- 144 All-Alaskan Pig races were run.
- The pigs ate more than 312 chocolate chip cookies.
- The pigs ran a total of 1<sup>1/3</sup> miles.
- Did you know:
  - Pigs are the 5<sup>th</sup> smartest animal on the planet.
  - Pig's IQ is about equivalent to most breeds of dogs.
  - An adolescent pig can run around 15 mph

### **Bull Riding**

- 2 minutes was the longest ride time
- 2 seconds was the shortest ride time
- A total of 1,950 people attempted the Bull Riding at the 2012 Fair.

### **New Jeanne's Artichokes**

- 1,648 pounds of artichokes were sold.
- 450 Panini's were made during the 2012 Fair!
  - The Chicken Blue Club was the most popular Panini.
- 1,340 "Banana Dogs" were sold.
- Deep-fried artichokes were the most popular item at the 2012 Fair.

### **Country Fair Cinnamon Rolls**

- 37,900 pounds of flour was used.
- 13,900 pounds of cinnamon sugar mixture was used.
- 3,200 pounds of cream cheese was used.

### **Play It Safe**

- 675 children were ID'd and fingerprinted.
- 1,000 Play It Safe Coloring Books were handed out at the Fair.

### **Save Mart Wine Garden**

- 840 bottles of wine were used throughout the Fair.
- 72 of those bottles were Fresno State award-winning wine.
- 576 Wild Vine wine smoothies were purchased.

### **Bungee Jump**

- The most number of jumps in a single day = 150
- The oldest person to bungee jump during the Fair was 91 years old.
- The youngest person to bungee jump during the Fair was 5 years old.



1121 S. Chance Avenue, Fresno, California, 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.FresnoFair.com](http://www.FresnoFair.com)





### **Funnel Cake Express**

- 225 pounds of powdered sugar were used.
- 2,230 pounds of dough were used.
- 10,000 funnel cakes were sold at the 2012 Fair.
- 500 of the new Ice Cream Sundae and Red Velvet funnel cakes were sold.
- 1,500 pounds of filling, fresh and frozen strawberries are used.

### **Beerocks**

- 1,600 pounds of flour were used for beerock dough.
- 1,400 pounds of ground beef were used during the Fair.
- 1,200 pounds of onions were used to dice up and mix in the beerock meat.

### **Pepe's Mariscos**

- 620 pounds of shrimp were used for the ceviche.
- 600 pounds of shrimp were used for shrimp cocktail.
- 700 pounds of carne asada were used.
- 520 limes were used.

### **The Old Country Store**

- 800 pounds of candy were sold.

### **Dippin Dots:**

- 1,400 pounds of Dippin Dots were sold.
- The top two flavors were Banana Split and Cookies & Cream.

### **Old Tyme Kettle Corn**

- 6,600 pounds of corn kernels were popped during the 2012 Fair.
- 4,050 pounds of sugar was used during the 2012 Fair.
- 300 pounds of roasted peanuts were sold.

###



1121 S. Chance Avenue, Fresno, California, 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.FresnoFair.com](http://www.FresnoFair.com)

