



## **FOR IMMEDIATE RELEASE**

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### **EXCLUSIVE ONLINE PRE-SALE FOR 2012 BIG FRESNO FAIR CONCERT SERIES STARTS MONDAY, JULY 30 WITH DISCOUNTED ADMISSION OFFER**

*Tickets go on-sale to the general public on Monday, August 6*

**FRESNO, CALIFORNIA, July 23, 2012...**The Big Fresno Fair is excited to announce that tickets for the Table Mountain Concert Series in the Paul Paul Theater, presented by Coors Light, Toyota and Xfinity will go on sale to the general public Monday, August 6 at 9:00 a.m. However, for those wanting to purchase their tickets early, the Fair will be offering an exclusive pre-sale opportunity for members of the Big Fair Fan (BFF) Club, the Fair's free email newsletter. The **pre-sale**, available online only, begins on **Monday, July 30 at 9:00 a.m.** BFF Club members will not only have the chance to buy their concert tickets early, but they will also be able to purchase a 50% discounted single admission ticket with every concert ticket purchased until August 5 at Midnight. Discounted admission must be purchased in same transaction as concert ticket or offer is not valid.

For those individuals that are not a member of the Big Fair Fan Club, they can sign up at [www.FresnoFair.com](http://www.FresnoFair.com) and click on the "Buy Early, Sign Up to be a BFF" button at the top of the homepage. BFF Club members will receive their own unique code needed to participate in the exclusive pre-sale ticket purchase via email on July 27. New BFF Club members who sign up after the July 27 date will receive their unique password in their confirmation email with their own unique code that can be used until August 5 at Midnight to purchase their tickets early. Remember, each code can only be used once.

Big Fair Fans will also be able to take advantage of these other great pre-sale offers:

- **Season Pass:** Purchase your pass for only \$25 and visit the Fair every day if you want! Must purchase by October 2.
- **Unlimited Carnival Ride Wristband:** Only \$25 if purchased by October 2.
- **Horse Racing Reserved Seats:** Purchase your reserved horseracing seats for only \$4!
- **Turf Club and Luxury Deck:** Take in live horse racing like a VIP! Enjoy the exclusive Turf Club for \$40 or the Luxury Deck, largely considered the best seat in the house, for \$125 a table. Or, for a little relaxation, get your Turf Club bar seat for only \$10.

- More -

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





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“Every year we work hard to bring the best entertainment across a variety of genres at an affordable price so our Fairgoers have options to attend the concerts that meet their different musical tastes,” said John C. Alkire, CEO, The Big Fresno Fair. “This year our team has once again brought a great line-up of artists. As we kick off our Fair season, we are excited to continue offering our loyal Fair patrons some great discount opportunities with the Season Pass and Unlimited Carnival Ride Wristband, plus the 50% admission discount for Big Fair Fan Club members. The savings opportunities are out there, now you just have to take advantage of them!”

**THE 2012 TABLE MOUNTAIN CONCERT SERIES IN THE PAUL PAUL THEATER**

<b>Wed., Oct. 3</b>	<b>Cheech &amp; Chong and WAR</b>	<b>\$25/\$20</b>
<b>Thurs., Oct. 4</b>	<b>Lynyrd Skynyrd</b>	<b>\$45/\$40</b>
<b>Fri., Oct. 5</b>	<b>TBD</b>	<b>TBD</b>
<b>Sat., Oct. 6</b>	<b>Kendrick Lamar</b>	<b>\$15/\$10</b>
<b>Sun., Oct 7</b>	<b>TBD</b>	<b>TBD</b>
<b>Mon., Oct. 8</b>	<b>Kenny Loggins</b>	<b>\$22/\$15</b>
<b>Tues., Oct. 9</b>	<b>TobyMac with Jamie Grace</b>	<b>\$25/\$20</b>
<b>Wed., Oct. 10</b>	<b>Weezer</b>	<b>\$42/\$35</b>
<b>Thurs., Oct. 11</b>	<b>Foreigner</b>	<b>\$28/\$23</b>
<b>Fri., Oct. 12</b>	<b>Chevelle</b>	<b>\$20/\$15</b>
<b>Sat., Oct. 13</b>	<b>Ariana Grande with Ryan Beatty (<i>show starts at 1 p.m.</i>)</b>	<b>\$12</b>
<b>Sat., Oct. 13</b>	<b>TBD</b>	<b>TBD</b>
<b>Sun., Oct. 14</b>	<b>TBD</b>	<b>TBD</b>

Artists and ticket prices subject to change. Fair admission is not included in reserved seat pricing. Service charges may apply. Concerts begin at 7:00 p.m. unless otherwise noted. For updated information visit [www.FresnoFair.com](http://www.FresnoFair.com) or call (559) 650-FAIR. Concert ticket prices for reserved seating are based on proximity to the stage. It is recommended to purchase reserved seat tickets in advance to make sure you don't miss a moment of the excitement. A portion of the theater will continue to be FREE general admission seating with paid Fair admission and is available on a first come, first served basis for each concert.

Starting on Monday, August 6, tickets can be purchased online at [www.FresnoFair.com](http://www.FresnoFair.com), by phone at (559) 650-FAIR or at the Fresno Fairgrounds Box Office located at 1121 S. Chance Ave., Fresno, CA 93702. The Big Fresno Fair call center is open from 7 a.m. to 7 p.m. seven days a week and the box office will be open from 9 a.m. to 4 p.m., Monday – Friday beginning Monday, August 6.

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