



## **FOR IMMEDIATE RELEASE**

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### **FUN FACTS AND FAIR STATISTICS FOR THE 2013 BIG FRESNO FAIR**

**Fresno, CA....October 15, 2013...**The gates have closed on another Big Fresno Fair, the largest annual event in the Central Valley! This year's 13 day event welcomed people throughout the Valley and beyond, featured hundreds of vendors and exhibitors, plus a variety of attractions and entertainment! The following information has been prepared as of Monday, October 14, 2013, and includes a snapshot of interesting and unique facts and statistics from the 2013 Big Fresno Fair.

The Big Fresno Fair hired 685 employees for the months of September and October. NOTE: This does not include the local employees hired by our carnival provider, Butler Amusements, our Janitorial Company, Pritchard Sports & Entertainment or each of the individual food vendors.

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

- 7,639,449 people were reached through social media (Facebook & Twitter) during the 13 days of the 2013 Big Fresno Fair!
- 26,144 likes on Facebook
- 4,840 followers on Twitter
- 1,525 views on the Fair's YouTube channel.

#### **Livestock Pavilion**

- 2,148 animals were exhibited at the Fresno Fair.
- 464 animals (meat goats, dairy cows, heifers, chickens, turkeys and rabbits) were put up for auction at the 2013 Jr. Livestock Auction on Saturday, October 5.
- 650 animals (beef, sheep and swine) were put up for auction at the 2013 Jr. Livestock. Auction held Saturday, October 12.
- \$643,258 was generated from the two Livestock Auctions.
- The most expensive animal sold for \$6,720 at \$24 per pound.
- 352 bales of straw/sawdust were purchased by the Fair for animals in the Livestock Pavilion.
- 780 pens and cages were set up.
- 39 clubs exhibited in the Livestock Pavilion this year.
- 92 gallons of soap were utilized at hand washing stations this year.
- 77 animals won champion awards.

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### **Ag Ventureland**

- 56 pregnant sheep were brought to the 2013 Fair.
- 32 lambs were born on-site.
- 75 baby chicks were hatched at the Fair.
- 6 cows were milked at the Cow Palace Milking Demonstrations and 910 gallons of milk were collected during the 13 days of Fair!

### **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 21<sup>st</sup> year of the Program.

### **Home Arts Building presented by Save Mart Supermarkets**

- There were 178 homemade quilts that were entered for display.
- There were 6 food contests:
  - Ethnic Food Contest; had 12 participants
  - King Arthur Flour “Great Cake” Contest; had 14 participants
  - Made with Butter Contest; had 13 participants
  - Made with Nuts Contest; had 11 participants
  - Baked with Raisins & Raisin Pie presented by California Raisin Marketing Board
  - Gingerbread House Contest: had 12 participants
- There was an average of 7 demonstrations per day

### **Kids’ Town**

- *New Discover the Dinosaurs Exhibit*
  - 42 animals were on display in the new Discover the Dinosaurs Exhibit
  - 7 life-size dinosaurs were featured in this exhibit

### **Free Entertainment**

- 1,360 hours of FREE entertainment were provided during the 2013 Fair.

### **Brian I. Tatarian Grandstand**

- Up 7% in Out-of State Handle.
- Up 4% in Northern California plus Out-of-State Handle.
- Up 4% in All Sources Live.
- 622 horses ran in the races this year.
- 88 races were held this year.
- On average 7 horses ran per race.
- 295 horses were stabled during the Fair.

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### **Wool Riders Only Mutton Bustin'**

- 570 kids participated in Wool Riders Only Mutton Bustin'
- 60 sheep were brought for this attraction.

### **Big Bubba's Bad BBQ**

- 6,000 pounds of tri-tip were sold.
- 2,800 smoked turkey legs were sold.
- 4,000 ears of corn were purchased.

### **West Coast Concessions Fairs, Churros**

- About 10,000 Churros were sold.

### **Gem and Mineral Exhibit**

- 1,600 lbs. of polished rocks handed out during the Fair Education Program
- \$5,500 in scholarships awarded to FSU and Fresno City College students.

### **New Southern Comfort Kitchen**

- 3,500 Fried Gator Bites on a stick were sold.
- 250 pounds of shrimp were sold.
- 800 pounds of rice were used.
- 150 gallons of crawfish were sold.

### **New Texas Twister Drinks**

- 980 oranges were hand squeezed at the Fair.
- 890 cherries were used in the drinks.
- 1,630 Texas Twister Drinks were sold.

### **Ania's Ice Cream**

- 1,200 pounds of bananas were used for frozen bananas.
- 210 pounds of chocolate were used.
- 30 pounds of sprinkles were used.

### **New Sharky's**

- 1,600 lobster corndogs were sold.
- 600 shark bites were sold.
- 5,000 pounds of fries were sold.

### **Garlicky's**

- 4,500 Garlic Chicken Kabobs were sold.
- 1,500 pizzas were sold.

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### **Joe Mestmaker/Steaks & Fries**

- Over 600 deep-fried cheese sandwiches were sold.
- 1,500 cheese curds were sold.
- 2,200 block curly fries were sold.

### **Sonoran Hotdogs**

- 2,013 hotdogs were sold.
- 180 pounds of bacon were used.
- 52 cans of pinto beans were used.
- 300 onions were used.

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

- 5,500 ears of corn were purchased.
- 2,000 corn in a cups were sold.

### **New Pardini's Chicken Wings**

- 35,000 chicken wings were sold.
- 50 gallons of spicy buffalo wing sauce.
- Top two favorite flavors were BBQ and Buffalo.

### **Too Cool Ice Stands**

- 11,500 straws were used.
- 166 gallons of syrup were used.
- 1,000 refillable sports bottles were sold.

### **Planet Popcorn Waffle Stand**

- 24 pounds of Nutella were used at the Fair for fried banana and Nutella crepes.
- The most popular selling crepe was the Strawberry Cheesecake Crepe.
- 1,511 cans of whipped cream were used.
- 120 pounds of waffle butter was used.

### **Milos Corn Dogs**

- 1,750 pounds of batter was used to make corn dogs during the Fair.

### **Agriculture Building**

- The biggest pumpkin weighed 346 pounds.
- 154 varieties of grapes were judged.

### **Cotton Candy**

- A total of 1,000 pounds of sugar was used to make cotton candy.

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### **Original Soft Rolled Tacos Since 1947**

- 5,000 dozen corn tortillas were used at the Fair.
- 60,000 rolled tacos were eaten at the Fair.

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

- 4,084 deep-fried Oreos were sold.
- 992 deep-fried Twinkies were sold.
- Most Popular Item?
  - The fresh strawberry funnel cake!

### **Legendary Gelato**

- 13,687 scoops of gelato were served.
- 3,439 waffle cones were served.
- 77 of World's Largest Waffle Cones were made.
- 700 lbs. of waffle mix used to make the waffle cones.
- Top 3 top flavors were: cookies and cream, strawberry and chocolate

### **SPCA**

- 45 animals were adopted by Fair patrons.
  - 17 cats; 28 dogs

### **Fruit Caboose**

- 6 barrels of chocolate dipped pickles were sold
- 25 pounds of chocolate dipped bacons were sold.

### **Jack Frost Ice**

- An estimated 300,000 pounds of ice was used during the Fair.

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

- 208 All-Alaskan Pig races were run.
- The pigs ran a total of 7,800 feet.
- 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
- 1 second was the shortest ride time
- A total of 1,500 people per day attempted the Bull Riding at the 2013 Fair.



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### **Jeanne's Artichokes**

- 2,200 pounds of artichokes were sold.
- Deep-fried artichokes were the most popular item at the 2013 Fair.
- 2,800 deep-fried frog legs were sold.

### **Country Fair Cinnamon Rolls**

- Over 16 tons of flour was used.
- Over 7 tons of cinnamon sugar mixture was used.
- Over 6,000 pounds of butter was used.
- Over 5,000 pounds of cream cheese was used.
- Over 1,400 pounds of walnuts was used.

### **Play It Safe**

- 750 children were ID'd and fingerprinted.
- 3,000 Play It Safe Coloring Books were handed out at the Fair.
- 70 awards and 25 bikes from the coloring poster contest were given out at the annual Play It Safe Awards held on Saturday, October 12.

### **Save Mart Wine Garden**

- 1,800 bottles of wine were used throughout the Fair.
- 180 of those bottles were Fresno State award-winning wine.
- 3,000 Wild Vine wine smoothies were purchased.

### **Bungee Jump**

- The most number of jumps in a single day = 240
- The oldest person to bungee jump during the Fair was 93 years old.
- The youngest person to bungee jump during the Fair was 5 years old.

### **Funnel Cake Express**

- 2,275 pounds of powdered sugar were used.
- 3,330 pounds of dough were used.
- 10,000 funnel cakes were sold at the 2013 Fair.
- 500 of the new Ice Cream Sundae and Red Velvet funnel cakes were sold.

### **Beerocks**

- 1,600 pounds of flour were used for beerock dough.
- 1,440 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.

### **The Old Country Store**

- Over 1,100 pounds of candy were sold.

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### **Pepe's Mariscos**

- 720 pounds of shrimp were used for the ceviche.
- 1,030 pounds of shrimp were used for shrimp cocktail.
- 12,500 pounds of carne asada were used.
- 500 limes were used.

### **Dippin Dots:**

- 75 gallons of Dippin Dots were sold.
- The top two flavors were Banana Split and Cookies & Cream.

### **Old Tyme Kettle Corn**

- 5,750 pounds of corn kernels were popped during the 2013 Fair.
- 3,600 pounds of sugar was used during the 2013 Fair.
- *New this year*, 50 pounds of garlic powder were used for the Garlic Kettle Korn.

### **Fair Communications Team**

- Took 1,671,254 steps during the 13 day Big Fresno Fair!
- That totals out to 167 miles!

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