



FOR IMMEDIATE RELEASE – 4/26/13

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LL COOL J CONFIRMED AS PART OF 2013 BIG FRESNO FAIR CONCERT SERIES LINE-UP, ALONG WITH SKILLET AND AUSTIN MAHONE *Tickets will be available as part of the Big Fair Fan Club pre-sale July 31*

FRESNO, CALIFORNIA, April 26, 2013...The Big Fresno Fair is excited to announce that two-time Grammy award winning rapper LL COOL J will perform as part of the 2013 Table Mountain Concert Series on Saturday, October 12 in the Paul Paul Theater. LL COOL J will be joined on-stage by DJ Z-Trip. This year marks the 30th year in music for LL COOL J, who will release his 14th studio album, *Authentic*, on April 30th. LL COOL J's career in music has been marked with many multi-platinum albums and hits. Expect a dynamic concert from this rapper superstar turned actor who will take you on a tour of his 30 years in music, so hold on to your seats! Tickets will be \$35/\$30 and will go on sale to the general public August 12.

Also confirmed for the 2013 Table Mountain Concert Series is up and coming pop sensation Austin Mahone (10/5) and Christian rock group, Skillet (10/8). Dubbed the “next Justin Bieber,” Austin Mahone sprang onto the music scene after establishing a strong following on YouTube. He recently released a new single in collaboration with Flo Rida, “You Say You’re Just a Friend.” Expect big things from this young singer and an even bigger concert on October 5; tickets will be \$25/\$20. Skillet, hit Christian rock group with alternative, rock and metal fusions, will be releasing their highly anticipated new album, *Rise*, in late June 2013. Expect a high energy rock concert from this successful crossover group; tickets will be \$25/\$20. The Skillet concert is presented by Fresno Pacific University.

“Every year we work hard to bring the best entertainment across a variety of genres and could not be more excited to announce these concerts as part of our 2013 concert-line-up,” said John C. Alkire, CEO, The Big Fresno Fair. “We are diligently working to secure more great entertainment for our Fairgoers to enjoy, so stay tuned for more concert announcements in the coming months!”

Tickets for the 2013 concert series will go on-sale to the general public on August 12. For those who are members of the Big Fresno Fair Fan Club, tickets will be available online only beginning July 31. Plus, BFF Fan 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 11 at Midnight. Discounted admission must be purchased in same transaction as concert ticket or offer is not valid.

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For those individuals that are not a member of the Big Fresno Fair Fan Club, they can sign up at www.FresnoFair.com and click on the “Get Exclusive Savings, Become a Big Fair Fan” button in the bottom left corner of the homepage. BFF Fan Club members will receive their own unique code needed to participate in the exclusive pre-sale ticket purchase via email on July 29.

Big Fresno 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 1.
- **Unlimited Carnival Ride Wristband:** Only \$25 if purchased by October 1.
- **Big Time Savings Coupon Book:** Get hundreds of dollars in savings on food and more on grounds during the 2013 Fair with the Big Time Savings Coupon Book! Purchase by October 1 for only \$5!
- **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.

For more information on ways to save at the 2013 Big Fresno Fair or to sign up to be a BFF Fan Club Member, please visit www.FresnoFair.com. 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: Elizabeth Hudson, President; AJ Yates, Vice President; Debbie Jacobsen, Secretary/Treasurer; William White; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; and Fue “Ricky” Vang. John C. Alkire heads the daily operations in his role as CEO. The 2013 Big Fresno Fair will run October 2 – 14.

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