



## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

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### **EXCLUSIVE ONLINE PRE-SALE FOR 2014 BIG FRESNO FAIR CONCERT SERIES STARTS WEDNESDAY, JULY 30 WITH DISCOUNTED ADMISSION OFFER**

*Tickets go on-sale to the general public on Monday, August 11*

**FRESNO, CALIFORNIA, July 21, 2014...**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 11 at 9:00 a.m. However, for those wanting to purchase their tickets early, the Fair is offering an exclusive pre-sale opportunity for members of the Big Fair Fan (BFF) Club, the Fair's free email newsletter. The **BFF pre-sale**, available online only, begins **Wednesday, 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% off discounted single admission ticket with every concert ticket purchased until August 10 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 (BFF) Club, they can sign up at [www.FresnoFair.com](http://www.FresnoFair.com) and click on the "Sign Up, Become 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 via email on July 28. New BFF Club members who sign up after the July 28 password email goes out will receive their unique password in their subscription confirmation email. This password can be used until August 10 at Midnight to purchase their tickets early. Big Fair Fans will also be able to take advantage of these other great pre-sale offers:

- **Unlimited Carnival Ride Wristband:** Only \$25 if purchased by September 30.
- **Big Time Savings Coupon Book:** Get hundreds of dollars in savings on food and more on grounds during the 2014 Fair with the Big Time Savings Coupon Book! Purchase by September 30 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.



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





“At The Big Fresno Fair we focus on providing a variety of entertainment that meets the varying musical tastes of our patrons,” 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, Unlimited Carnival Ride Wristband and Big Time Savings Coupon Book, plus the 50% admission discount for Big Fair Fan Club members. This is in addition to all the great savings days during the 2014 Big Fresno Fair. We encourage people to be proactive and take advantage of these great ways to save! We want everyone to be able to join us at the Fair this year!”

**THE 2014 TABLE MOUNTAIN CONCERT SERIES IN THE PAUL PAUL THEATER**

<b>Thurs., Oct. 2</b>	<b>TobyMac at 7 p.m.</b>	<b>\$25/\$20</b>
<b>Fri., Oct. 3</b>	<b>Dierks Bentley at 7 p.m.</b>	<b>\$48/\$43</b>
<b>Sat., Oct. 4</b>	<b>Kalin &amp; Myles at 1 p.m.</b>	<b>TBA</b>
<b>Mon., Oct. 6</b>	<b>Beach Boys at 7 p.m.</b>	<b>\$25/\$18</b>
<b>Tues., Oct. 7</b>	<b>Sublime with Rome at 7 p.m.</b>	<b>\$38/\$33</b>
<b>Wed., Oct. 8</b>	<b>Snoop Dogg at 7 p.m.</b>	<b>\$38/\$33</b>
<b>Thurs., Oct. 9</b>	<b>Justin Moore at 7 p.m.</b>	<b>\$26/\$21</b>
<b>Fri., Oct. 10</b>	<b>Gabriel Iglesias at 7 p.m.</b>	<b>\$32/\$28</b>
<b>Sat., Oct. 11</b>	<b>R5 at 1 p.m.</b>	<b>\$23/\$18</b>
<b>Sat., Oct 11</b>	<b>REO Speedwagon</b>	<b>\$27/\$22</b>

**Artists to be announced soon for the following dates: 10/1, 10/5, 10/12 and 10/13.**

Artists and ticket prices subject to change. Fair admission is not included in reserved seat pricing. Service charges may apply. 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. 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 11, tickets can be purchased by everyone online at [www.FresnoFair.com](http://www.FresnoFair.com), by phone at (559) 650-FAIR or at the Fresno Fairgrounds Administration 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 11.



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