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HISTORY, HERITAGE AND COMMUNITY GIVING ARE THEME AT 2015 BIG FRESNO FAIR

New Fresno County Historical Museum was one of five new free attractions Fairgoers enjoyed, in addition to big savings, new food, great entertainment and exciting live horse racing

Fresno, CA...October 20, 2015... The Big Fresno Fair's Board of Directors, Management and staff are thrilled to announce the successful completion of the 2015 Big Fresno Fair, which ran October 7 - 18. During the 12-day run of the Fair, guests were treated to the largest number of new (and free) attractions in recent history – one of which was the new Fresno County Historical Museum – plus the largest number of new food items in decades! That coupled with an incredible entertainment line-up that included a sold-out Gabriel Iglesias show as part of the Table Mountain Concert Series, great discount opportunities and promotions to draw people to the Fair, plus a strong horse racing meet made for a great 132nd edition of The Big Fresno Fair!

“Our team worked incredibly hard to put on the best Fair possible this year, bringing in a variety of new attractions and creating meaningful discount opportunities that not only provided savings, but gave back to our community,” said John C. Alkire, CEO of The Big Fresno Fair. “Thank you to everyone who took the time to come out and see us this year – your smiling faces, comments and photos shared are the reason we work so hard to make The Big Fresno Fair a little bit bigger and a little bit better each year.”

The 2015 Big Fresno Fair attendance during the 12 days was 608,269 people, a 5.3% increase from the annual attendance the last time the Fair was 12 days, which was in 2012. This was also the first time in the Fair's history that it broke 600,000 people when it was a 12-day event. In turn, the big crowds were the reason concessions were also up by 8% over last year comparing 12 days to 12 days. The community's love of live horse racing was evident in this year's racing numbers, which increased from \$13.1 million in 2014 to nearly \$13.8 million this year in on-track handle (amount of money wagered) during the nine days of live horse racing. Additionally, wagering was up by 8% on out-of-state handle, proving that Fresno continues to be a strong racing fair on the circuit.

The Fair Management team continues to stay focused on providing affordable ways for families to attend the Fair, providing deep discounts both pre-Fair and during the Fair. Popular pre-Fair discounts included the \$30 Season Passes; up to a \$10 discount for Unlimited Carnival Ride Wristbands; plus \$2 off admission when purchasing early at participating Save Mart & FoodMaxx locations. Fair-time discounts included the returning \$1 Wednesday Mania (10/7); “Fans & Followers” Day (10/8); Seniors' Day presented by Eye-Q, PG&E and Humana (10/12); Special



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Interest Day (10/12); Les Schwab Tires \$2 Tuesday (10/13); Sun-Maid Kids' Day & \$2 Carnival Ride Wednesday (10/14); and the Save Mart & FoodMaxx "Feed the Need" Community Food Drive (10/15). The Save Mart & FoodMaxx "Feed the Need" Community Food Drive effort resulted in 271,688 lbs. of food, or 135.84 tons being collected – bringing the seven year total to nearly 580 tons of food collected to feed those throughout our community in need which translates to 1,158,245 meals! The overall Save Mart & FoodMaxx "Feed the Need" Community Food Drive effort is supported by Wells Fargo and media partners Univision Fresno and CBS 47.

Again this year, The Big Fresno Fair continued several programs that recognize the achievements of the community's brightest scholars, agricultural leaders and talented individuals. This year the 5th Annual 4.0 & Above Program presented by Fresno County Office of Education, Friends of the Big Fresno Fair, EECU and Toyota, was expanded to include 8th grade students from throughout Fresno County to further broaden the reach and impact of encouraging students to work hard in school. All students grades 8-12 whose academic performance has awarded them a 4.0 or above grade point average as of their 2015 Spring semester were invited to the Fair for free on Opening Day (10/7) for the chance to win scholarships totaling \$57,000, (5) mountain bikes, (4) \$100 Visa gift cards, (2) Apple iPads and (5) laptops, as well as a new Toyota Corolla that is available exclusively to 9th through 12th grade students. The 2015 Toyota Corolla was proudly donated by Toyota with a variety of community members and organizations stepping up to donate the other prizes including scholarships.

While the new attractions this year caused quite a buzz – Egypt's Wild Side, Pollywood Bird Show, Wild West Turkey Stampede and the BMX Pro Bike Show – none was talked about more than the new Fresno County Historical Museum. The \$2.8M, 14,000 sq. ft. building had a constant stream of visitors perusing the variety of historical items on display that ranged from a 1913 Fire Truck from the Fresno Fire Department to a 10 ft. section of the old Shaver to Clovis Flume that was in operation from 1894 – 1914. The Fair received its largest family gift ever from the Jacobsen-Laub Family – third-generation farmers in Easton, active agribusiness advocates and steward leaders with The Big Fresno Fair for over 70 years – in the amount of \$300,000 to go towards the support of the new Museum. The gift was presented by Ray and Debbie (Laub) Jacobsen on behalf of their family and Debbie's (departed) parents Donald D. and Clara Laub.

The overall success of the 2015 Fair would not be possible without a community who loves and supports their Fair. Many families chose to stay local for their entertainment and The Big Fresno Fair provided a family-friendly and affordable option. Planning is already underway for the 2016 Big Fresno Fair, which will run October 5 -16 and will mark the 133rd year of this valued tradition.

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