



## **FOR IMMEDIATE RELEASE**

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### **THE BIG FRESNO FAIR SWEEPS THE WESTERN FAIRS ASSOCIATION'S ANNUAL ACHIEVEMENT AWARDS WITH AN INCREDIBLE 26 AWARDS IN TOTAL**

**FRESNO, CALIFORNIA, January 13, 2016...**The Big Fresno Fair received top honors at the Western Fairs Association's (WFA) 93<sup>rd</sup> Convention & Trade Show, where more than 1,200 fair CEOs, directors, staff and fair-related professionals from roughly 125 fairs throughout the Western United States attended to celebrate the greatest accomplishments of 2015. These Achievement Awards recognize the best practices by fairs in a variety of categories from advertising creative to community involvement. This year, The Big Fresno Fair received 26 Achievement Awards ranging from first place finishes for the new Fresno County Historical Museum to a first place finish and blue ribbon for the annual Theme Poster.

“Every year we are honored and proud of the work we do as a team during The Big Fresno Fair and this year was especially remarkable. To be honored for the opening of our new Fresno County Historical Museum, which we could not have done without the help of our community, was exceptionally special,” said John C. Alkire, CEO, The Big Fresno Fair. “Then also for our entirely revamped creative including key advertising pieces that truly are some of the best creative we have ever done and just blew away the competition! Taking home these WFA Awards are great because it brings national recognition to our Fair, our community and what we are doing here in the Central Valley. We hope you are as proud of The Big Fresno Fair as we are!”

The Big Fresno Fair walked away with 26 WFA Achievement Awards, which recognize the best practices by fairs in a variety of categories from advertising creative to community involvement – 12 first place awards, 6 second place awards and 8 third place awards. Below is a complete list of WFA Achievement Awards received:

#### **First-Place Awards:**

- Any Other Advertising Piece – 2015 Horse Racing & General Fair Coaster
- Anything Goes – Pre-Fair Media Outreach (Cinnamon Roll & Media Kit Drops)
- Fair-Time Commemorative Poster – 2015 Big Fresno Fair Theme Poster
- Guest Services – Employee Orientations & Focus on Customer Service
- Inspiring Collaborations – Fresno County Historical Museum
- Interim Event Rentals – Expo Comida Latina with Sysco, Central California
- Mobile Marketing – Big Fresno Fair iPhone App Update with Interactive Food Map
- New Community Outreach Program – Fresno County Historical Museum
- New Conservation Program of “Being Green” – Union Park and Overall “Clean & Green” Program

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- Non-Profits: Your Own Collaborations – Fresno County Historical Museum & Friends of the Big Fresno Fair
- Outdoor Advertising – 2015 Big Fresno Fair 14' x 48' Outdoor Billboard
- Television: Single Ad – 2015 Big Fresno Fair Pre-Fair Savings Spot

#### **Second-Place Awards:**

- Crisis Management – Reconfiguring Infield Tunnel For Safety and a Better Customer Experience
- Fair Logo Contest – 2015 Big Times Are Back Theme Logo
- Fair-Time Advertising Poster – 2015 Big Fresno Fair Entertainment Poster
- New Children's Program – Valley Children's Hospital Visit With Grounds Entertainers
- Non-Profits: Outside Collaboration – Overall Partnership With The Salvation Army
- Online Advertising: Single Ad – 2015 \$1 Wednesday Mania Push Down on FresnoBee.com

#### **Third-Place Awards:**

- Electronic Newsletter – Big Fresno Fair Fair-Time Eblast
- Magazine Ad – Central California Parent Magazine Full Page Ad
- New Agricultural Program – San Joaquin Valley Olive Oil Competition
- New Exhibits Competition – San Joaquin Valley Olive Oil Competition
- New Innovative Use of Technology – Big Fresno Fair iPhone App Update with Interactive Food Map
- Newspaper Ad: Color Print – 2015 Big Fresno Fair Spadea in Fresno Bee
- Online Advertising: Ad Series – Concerts, Pre-Fair and Fair-Time Savings and Horse Racing
- Themed Program – “In The Land of Big” Fair Food and Fun Creative

The Big Fresno Fair competed against other top fairs of its size such as California State Fair, Orange County Fair, San Diego County Fair, Washington State Fair, Arizona State Fair, Calgary Stampede and others. The Western Fairs Association (WFA), a non-profit trade association that serves the fair industry within the western United States and Canada, offers the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with other fairs.

#### **About The Big Fresno Fair:**

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the state of California and represents the 21st District Agricultural Association. More than 600,000 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: Leta Ciavaglia, President; Debbie Jacobsen, Vice President; Jerry Pacheco, Secretary/Treasurer; Elizabeth Hudson; Linda Mae Balakian Hunsucker; Larry Serpa; Ricky Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2016 Big Fresno Fair will run October 5 – 16. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).



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