



## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

**Danielle Griffin**  
Cell: 559-994-3133

**Debbie Nalchajian-Cohen**  
Cell: 559-281-1312

### **2018 BIG FRESNO FAIR BOASTS HIGHEST ATTENDANCE RECORD EVER AS A 12-DAY EVENT**

*Abundant new attractions and events, big savings, great weather and an increase in number of families attending credited for attendance increase*

**Fresno, CA...October 16, 2018...** The Big Fresno Fair's Board of Directors, Management and staff are thrilled to announce the successful completion of the 2018 Big Fresno Fair, which ran October 3 -14. During the 12-day run of the Fair, guests were treated to a wide variety of new and free attractions such as the Let's Play! Exhibit in Kids' Town, Nerveless Nocks Thrill Show, Brad's World Reptiles and the Tractor Tree, along with the new Legends of Boxing exhibit, Armenian Heritage exhibit and the Projection Map of Fresno in the Fresno County Historical Museum, plus the four new neon signs added around the Paul Paul Theater (Fresno Beer, Eddie's Electric, Paul's Cleaners and El Patio), the restored old Kearney Bowl race car and so much more!

The Fair saw big crowds in the Paul Paul Theater for the Table Mountain Concert Series with two sold out shows (Jon Pardi and Gabriel Iglesias), strong attendance for the second year of the Craft Beer Fest (10/6) and the new Fall Wine Festival (10/13), plus solid numbers at the Jr. Livestock Auction. All of that coupled with the continuation of the Fair's Weekend Admission Policy resulted in a safe, family-friendly Fair enjoyed by all.

"This year's Fair was the best one yet! However, none of this could be accomplished without the support of our community who continues to make The Big Fresno Fair a tradition in their lives," said John C. Alkire, CEO of The Big Fresno Fair. "Thank you for your continued support and we hope we made you proud."

This year, the Fair broke an attendance record as a 12-day Fair reaching an attendance of 632,410, a 3.84% increase over last year. Those record-setting crowds enjoyed the Fair to its fullest, resulting in a 4.2% increase in concessions. The Jr. Livestock Auctions (10/6 and 10/13) also experienced a record year thanks to resounding support from the community for the young 4-H and FFA members who were showing animals. While add-ons are still being processed, total sales are estimated to be in excess of \$945,000, which is up from last year's auction totals. The highlight of the Jr. Livestock Auction was when 16-year old Sierra FFA student, Hayden Tarr was awarded the Supreme Grand Champion and the Supreme Reserve Grand Champion market hog, then decided to donate 100 percent of the sales from his second place finisher to the Central Valley Honor Flight, collecting \$36,000 with add-ons still coming in to support this philanthropic effort.



1121 S. Chance Avenue, Fresno, California 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.fresnofair.com](http://www.fresnofair.com)  
**An Equal Opportunity Employer**





“Saturday at the Jr. Livestock Auction was incredible! What this young man did, then to see the community come out and bid up this pig, plus to have other 4-H and FFA students walk up one after the other to donate what money they had - it just warms your heart because these are our future leaders who have not only the work ethic, but have the compassion,” said Alkire.

A favorite Fair tradition for many is live horse racing! This year’s horse racing meet showed strong numbers, drawing out big crowds during the 9 days of live horse racing, resulting in an increase of 6.24% on All Sources Live, which includes wagering both on-track and throughout Northern California. Carryovers during all 9 days of racing also brought out big crowds for a chance to win – one of which was a mandatory Super Hi 5 payout in the 11<sup>th</sup> race on Sunday that had a pool of \$831,000 and paid out roughly \$4,500 on a \$25 bet to lucky wagerers.

The Fair Management team continued to stay focused on providing affordable ways for families to attend the Fair, providing a plethora of discounts both pre-Fair and during the Fair. Popular pre-Fair discounts included the \$30 Season Passes available at O’Reilly Auto Part stores; up to a \$7 discount for Unlimited Carnival Ride Wristbands and \$2 off admission at participating Save Mart & FoodMaxx locations. Fair-time discounts included \$5 Wednesday (10/3); “Fans & Followers” Day & \$2 Carnival Rides (10/4); Table Mountain “The Club” Members Reward Offer (10/4) Seniors’ Day presented by Humana (10/8); Special Interest Day (10/8); Les Schwab Tires Half Price Tuesday (10/09); Sun-Maid Kids’ Day (10/10); and the Save Mart & FoodMaxx “Feed the Need” Food Drive (10/11). The Save Mart & FoodMaxx “Feed the Need” Food Drive effort resulted in 88,594 lbs. of food being collected on-site Thursday, October 11 from 11 a.m. – 8 p.m., which was a 10,657 lbs. increase over the 2017 collection totals. All this food will go to the Central California Food Bank and The Salvation Army, plus \$1,184 raised at the first-ever Jockey Foot Race on Sunday, 10/14. This drive is in addition to the early “Feed the Need” Food Drive held at Fresno State that resulted in 66,994 lbs. collected that went directly to the Fresno State Student Cupboard, providing free food to students in need. The overall Save Mart & FoodMaxx “Feed the Need” Food Drive effort is supported by Wells Fargo, plus media partners Univision Fresno, CBS 47 and One-Putt Broadcasting. The 10-year total for this effort is 1,792,013 lbs. of food collected – that’s 894.13 tons of food providing roughly 1.39 million meals to those in our community in need during the existence of this incredible program.

Again this year, the Fair continued several programs that recognize the achievements of the community’s brightest scholars, agricultural leaders and talented individuals. This year’s 8th Annual 4.0 & Above Program presented by Fresno County Superintendent of Schools, Friends of the Big Fresno Fair, EECU, Toyota and iHeart Media, gave away a record number of scholarships (32 in total!) to Fresno County students. All students grades 8-12 whose academic performance has awarded them a 4.0 or above grade point average as of their 2018 Spring semester were invited to the Fair for free on Opening Day (10/3) for the chance to win scholarships totaling \$87,000, (6) laptops, (3) Apple iPads, (6) \$100 Visa gift cards, as well as a new Toyota Corolla that was available exclusively to





9th through 12th grade students. The 2018 Toyota Corolla was proudly donated by Toyota, and a variety of community members and organizations stepped up to fund the scholarships. San Joaquin Memorial High School sophomore, Emmiterio Boyer was the lucky winner of the new car.

Whether it was the attractions, competitive exhibits, free entertainment, live horse racing, carnival rides, Table Mountain Rancheria Park, Fair food or concerts that brought people out, there was no doubt that the community sure does love their Big Fresno Fair. Many families continue to choose to stay local for their entertainment and the Fair provided them a family-friendly and affordable option. Planning is already underway for the 2019 Big Fresno Fair, which will run October 2 -14 and marks the 136<sup>th</sup> year of this valued tradition.

###



1121 S. Chance Avenue, Fresno, California 93702-3707  
559 650-3247 • FAX 559 650-3226 • [www.fresnofair.com](http://www.fresnofair.com)  
*An Equal Opportunity Employer*

