



## **FOR IMMEDIATE RELEASE**

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### **THE BIG FRESNO FAIR TAKES HOME 19 AWARDS AT THIS YEAR'S WESTERN FAIRS ASSOCIATION'S ANNUAL CONVENTION**

**FRESNO, CALIFORNIA, January 27, 2017...**The Big Fresno Fair took home 19 awards at the Western Fairs Association's (WFA) 94<sup>th</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 2016. These Achievement Awards recognize the best practices by fairs in a variety of categories from advertising creative to community involvement. This year, some of The Big Fresno Fair's first place finishes included its Entertainment Television Spot and "Enter-To-Win Front Row Seats" Social Media Campaign.

"I could not ask for a better team of people who care so deeply about our Fair and our community," said John C. Alkire, CEO of The Big Fresno Fair. "We are honored to be acknowledged by our peers for our various community programs and marketing efforts. It's great to be able to share ideas and continue to improve what we do and how we do it. We are already hard at work to make the 2017 Big Fresno Fair even better than last year!"

The Big Fresno Fair walked away with 19 WFA Achievement Awards, included 8 first place awards, 6 second place awards and 5 third place awards. Below is a complete list of WFA Achievement Awards received:

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

- Television Advertising – Entertainment Ad
- Fair Logo Contest – Theme Logo with Candy Apples
- Social Media Campaign – Enter-to-Win Front Row Tickets Contest
- Digital Advertising Ad Campaign – Entertainment, Pre-Fair Savings & Feed the Need Food Drive Ad Campaign on Facebook and Instagram
- New Conservation Program or "Being Green" – Mid-Valley Disposal Diverted Waste Program
- Outside Non-Profits – "Pint for a Pass" Blood Drive with the Central California Blood Center
- Inspiring Collaborations – Prayers for Peace Gathering
- Celebrating Partnership Success – Valley Children's Hospital Visit

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

- Website – [www.FresnoFair.com](http://www.FresnoFair.com)
- Outdoor Advertising – 14' x 48' Billboard with Extension
- Fair-time Commemorative Poster – Theme Poster

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- Digital Advertising Single Ad– Horse Racing Push Down on [www.FresnoBee.com](http://www.FresnoBee.com)
- Inside Non-Profits –“Bears Love Honey” Fundraising Sign in Fresno County Historical Museum
- Agricultural Programing – Overall Livestock Pavilion Revamp

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

- Radio Advertising – Horse Racing Radio Spot
- Any Other Advertising Piece – Pre-Fair Savings Point of Sale in Save Mart/FoodMaxx Stores
- Fair-time Advertising Poster – Entertainment Poster
- New Innovative Use of Technology – Digital Signage at Entry Gates & in Livestock Pavilion
- Interim Events – La Feliz Guild’s Derby Downs Party Benefiting Valley Children’s Hospital

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: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia; Linda Mae Balakian Hunsucker; Elizabeth Hudson; Ricky Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2017 Big Fresno Fair will run October 4-15.

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