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THE BIG FRESNO FAIR TAKES HOME 18 AWARDS AT THIS YEAR'S WESTERN FAIRS ASSOCIATION'S ANNUAL CONVENTION

FRESNO, CALIFORNIA, January 16, 2018...The Big Fresno Fair took home 18 awards at the Western Fairs Association's (WFA) 95th 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 2017. These Achievement Awards recognize the best practices by fairs in a variety of categories from digital marketing to non-profit partnerships. This year, some of The Big Fresno Fair's first place finishes included the new weekend admission policy that was put in to effect the first weekend of the Fair and the new competitive exhibit, the Barber Shop Battle.

"I am so proud of the Fair we were able to put forth this year for the community to enjoy" said John C. Alkire, CEO of The Big Fresno Fair. "That would not be possible without our incredible team at The Big Fresno Fair who care so deeply about the Fair and our community, as well as the partners that help to make the Fair bigger and better each year! We are honored to be acknowledged by our peers in this manner."

The Big Fresno Fair walked away with 18 WFA Achievement Awards, which included 6 first place awards, 5 second place awards and 7 third place awards. Below is a complete list of WFA Achievement Awards received:

First-Place Awards:

- Television Advertising – Pre-Fair Savings Big Fresno Fair Ad
- Fair-Time Commemorative Poster Contest – "Big Times are Back" Theme Poster
- Animal Photo Contest - Horse Racing Starting Gate Photo
- New Competitive Exhibits - Barber Shop Battle in partnership with J-Live Productions
- New Sponsor – iHeart Media Partnership for 4.0 & Above Program
- Guest Services Award – New Admissions Policy

Second-Place Awards:

- Radio Advertising – Craft Brew Fest Radio Spot
- Logo Contest – Craft Brew Fest Logo
- Fair-Time Advertising Poster – Craft Brew Fest Poster

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Second-Place Awards, cont...

- Non-Profit Partnership – Fresno State “Feed the Need” Food Drive
- Inspiring Collaborations – Community Cultural Center in the Fresno County Historical Museum

Third-Place Awards:

- Social Media Campaign – Enter-to-Win Front Row Concert Tickets Contest
- Other Advertising – Big Fresno Fair Food & Competitive Exhibits Postcard
- Community Photo Contest – Fresno Police with American Flag Picture
- New Children’s Program – Chevron STEM (Science, Technology, Engineering and Math) Exhibit
- Crisis Management – New Admissions Policy
- Digital Marketing Campaign – Core Big Fresno Fair Digital Ad Campaign (Savings, Entertainment & Horse Racing)
- Volunteer Involvement– Craft Brew Fest Volunteer Outreach & Training

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 and many 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; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2018 Big Fresno Fair will run October 3-14.

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