



## **FOR IMMEDIATE RELEASE**

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### **Big Fresno Fair Launches Annual Local Music Competitions Today** *Submissions now being accepted in search for local talent to perform live at The Big Fresno Fair*

**FRESNO, CALIFORNIA, May 7, 2012...** The Big Fresno Fair is excited to announce the 2012 launch of its two local musical competitions – the Local Performer Contest and Las Estrellas Musicales del Valle Central! These competitions provide local musicians from throughout the San Joaquin Valley (Merced, Mariposa, Madera, Fresno, Kings, Tulare and Kern counties) the opportunity to submit a video displaying their musical talent to The Big Fresno Fair website for a chance to perform live at the 2012 Big Fresno Fair. With help from the public, two voting phases will determine which final six performers will entertain Fair audiences at this year's showcases live on the Pavilion Stage!

The Big Fresno Fair Local Performer Contest was developed in 2010 as a way to showcase all of the musical talent located right here within the San Joaquin Valley. This year, The Big Fresno Fair hopes the 3<sup>rd</sup> Annual Local Performer Contest will continue to discover new local talent at its best and provide a great show for Fair patrons! The Local Performer Showcase will be held on Thursday, October 4 from 5 p.m. to 11 p.m. to help kick off the first week of The Big Fresno Fair. More than 40 videos were submitted as a part of last year's competition. JayTee, Johnny, and Vinnie, Travis Miller, HR7, Nowhere Near, Motel Drive and Say Swear were the top six local performers as decided by the public's votes and rocked the Pavilion Stage, drawing in BIG audiences as a part of the Local Performer Showcase.

Looking to expand to an even wider demographic of music lovers, The Big Fresno Fair joined forces with local media outlets KFTV Univision 21 and Univision Radio to create "Las Estrellas Musicales del Valle Central" in 2011, which highlights talented local musicians playing everything from Mexican Regional to Latin American style music. In its first year, the competition received great participation with 33 video submissions and overwhelming positive feedback from Fairgoers. At the 2011 "Las Estrellas Musicales del Valle Central" showcase, BIG voices and performances came from Isaac Torres, Michael Rios, Ivan Cardenas, Luz De Luna, Jose Morales, and Grupo Iluminacion. This year's "Las Estrellas Musicales del Valle Central" showcase, proudly brought to you by The Big Fresno Fair and Univision Fresno, will take place on Sunday, October 14 from 12 p.m. – 6 p.m. on the Pavilion Stage!

- More -

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“We are proud to provide a platform to showcase all the local musical talent we have here in the San Joaquin Valley,” said John C. Alkire, CEO of The Big Fresno Fair. “The Local Performer Contest and ‘Las Estrellas Musicales del Valle Central’ provide a way for us to do this while creating something fun and exciting for the entire community to get behind.”

Interested local performers are encouraged to submit their music video, a video of a recent live performance, or a still image with audio overlaid to [www.FresnoFair.com](http://www.FresnoFair.com). Entry videos must be less than 500MB in size and less than 10 minutes long. Video formats accepted are MOV, AVI, MPEG or WMV. Once reviewed and approved, the videos will then be posted to the Fair’s website for the public to view and vote on. Submissions are accepted now through June 28. Contestants can either be a solo singer or a band. All submissions must be family-friendly, as The Big Fresno Fair is a family-friendly environment.

Each competition will hold two phases of voting to determine the final six musical performers for each competition. During Phase 1 voting, participants will be narrowed down to 25 through online voting. This phase will take place from July 2 – July 30. During Phase 2 of voting, which will take place from August 2 – August 30, the 25 remaining musical performers will be voted on for a second time and narrowed down to the final six performers that will be part of these competition showcases.

During each phase, voters can select up to six performers; however, each performer may only be voted on once by a single individual. Voters cannot use their six votes to vote for the same performer and each person can only vote once during each phase. All voters must be registered user of The Big Fresno Fair website in order to vote. If you are not a member, you can sign up at [www.FresnoFair.com](http://www.FresnoFair.com). The final six musical performers for the competition showcases will be announced September 6.

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. Nearly 550,000 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: William White, President; Elizabeth Hudson, Vice President; Debbie Jacobsen, Secretary/Treasurer; Tim Bakman; Ron Barsamian; Leta Ciavaglia; Larry Serpa; Wangyee Vang and A.J. Yates. John C. Alkire heads daily operations in his role as CEO. More information about The Big Fresno Fair can be found at [www.FresnoFair.com](http://www.FresnoFair.com).

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**Attachments: Local Performer Contest & Las Estrellas Musicales del Valle Central flyers**



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