



## **FOR IMMEDIATE RELEASE**

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### **One of The Big Fresno Fair's Local Music Competition Transitions into First Phase of Public Online Voting, While Other Competition Continues to Accept Submissions** *Voting narrows bands down 25 in their quest to perform at The Big Fresno Fair*

**FRESNO, CALIFORNIA, July 19, 2012...** Phase 1 Voting is now open for The Big Fresno Fair's Local Performer Contest! The first phase of voting, which is open until Friday, August 6, will narrow the field down from 46 to 25 local musicians from throughout the San Joaquin Valley featuring everything from rock to rap to country, and everything in between.

Those 25 local musicians or bands from each competition who receive the most votes will move onto Phase 2 of voting, which will take place from August 10 – September 4, and will narrow the group down to the final six performers that will be part of The Big Fresno Fair's Local Performer Showcase live on the Fair's largest community stage, the Pavilion Stage, on Thursday, October 4 from 5 p.m. – 11 p.m.

During both phases, 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 a registered user of The Big Fresno Fair website in order to vote. If you are not a member, anyone can sign up for free at [www.FresnoFair.com](http://www.FresnoFair.com). The final six musical performers that are chosen to perform at The Big Fresno Fair will be announced on September 7.

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, as well as community partner PG&E 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. Now in its second year, the community response has already led to more than 20 videos being submitted for this year's competition. The Big Fresno Fair has **extended the submission deadline** until August 6 to allow more of the talented musicians out there an opportunity to submit! Then, one round of voting from August 10 – September 4 will narrow down the entire group to the top 6 bands or performers that will take part in the Las Estrellas Musicales del Valle Central Musical Showcase live on the Pavilion Stage at the 2012 Big Fresno Fair on October 14 from 12 p.m. – 6 p.m.

- More -

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*Fair's Music Competitions, cont. page 2...*

Both competitions feature local musicians and bands from throughout Merced, Mariposa, Madera, Fresno, Kings, Tulare and Kern counties. “These competitions provide a great way for the Fair to further showcase all of the local musical talent we have here in the San Joaquin Valley,” said John C. Alkire, CEO of The Big Fresno Fair.

Last year, more than 40 videos were submitted as part of the Local Performer Contest. The top 6 musicians who were selected based upon the public’s votes last year were JayTee, Johnny, and Vinnie, Travis Miller, HR7, Nowhere Near, Motel Drive and Say Swear. In its first year last year, “Las Estrellas Musicales del Valle Central” received great participation with 33 video submissions and overwhelming positive feedback from Fairgoers. The 2011 “Las Estrellas Musicales del Valle Central” top 6 musicians that performed as part of the showcase were Isaac Torres, Michael Rios, Ivan Cardenas, Luz De Luna, Jose Morales, and Grupo Iluminacion.

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 annual event in the Central Valley. Members of the Board of Directors include: William White, President; Elizabeth Hudson, Vice President; Debbie Jacobsen, Secretary/Treasurer; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; Fue “Ricky” Vang and A.J. Yates. John C. Alkire heads the daily operations in his role as CEO. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

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***Attachments:***

- **Local Performer Contest Flyer**
- **Las Estrellas Musicales del Valle Central Flyer**



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