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THE BIG FRESNO FAIR ANNOUNCES FINAL 6 PERFORMERS TO TAKE THE STAGE AS PART OF THEIR TWO LOCAL MUSICAL COMPETITIONS

FRESNO, CALIFORNIA...SEPTEMBER 11, 2012... The Big Fresno Fair is pleased to announce the final 6 local performers selected to perform as part of their two musical showcases – the Local Performer Showcase and Las Estrellas Musicales del Valle Central at the 2012 Big Fresno Fair! Each band will get one hour to perform on the Fair’s largest community stage in front of a live audience.

The final six performers to take the stage at the Local Performer Showcase now taking place during the first week of the Fair on Thursday, October 4 from 5 p.m. – 11 p.m. are: Sidney Dominici, White Glove Service, Soul Intact, Mercury Bullet, Nowhere Near and Trey Tosh. The final six performers to take the stage for Las Estrellas Musicales del Valle Central on Sunday, October 14 from 12 p.m. – 6 p.m. are: Mariachi Juvenil Oro Y Plata, Monica Rosas, Ana Laura, Teresa Gomez, Grupo Axel and The New Monsanto Band.

Earlier this summer, these competitions provided 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 Fair. Between the two competitions, a total of 73 videos were submitted for voting July through September. With help from the public, online voting phases determined which final six performers would entertain Fair audiences 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 launched the competition in partnership with local media outlet KMPH with hopes of discovering new local talent at its best while providing 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.

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. This year’s “Las Estrellas Musicales del Valle Central” showcase, presented by The Big Fresno Fair, Univision Fresno and PG&E, will take place on Sunday, October 14 from 12 p.m. – 6 p.m. on the Pavilion Stage!

For more information on this competition, to view a schedule of individual show times during the showcase, or to help spread the word, visit www.FresnoFair.com and click on ‘Local Music Contests.’

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