



## FOR IMMEDIATE RELEASE

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### **THE BIG FRESNO FAIR SEEKS HELP FROM COMMUNITY TO CELEBRATE PAST, PRESENT AND FUTURE WITH ITEMS FOR MUSEUM**

**Fresno, California... April 12, 2013** – The Big Fresno Fair is actively collecting items for inclusion in The Big Fresno Fair Museum. By collecting old posters, programs, ribbons, awards and other unique Fair memorabilia, Fair Management aims to showcase the traditions The Big Fresno Fair has celebrated over its 130-year history. To date, historical items that have been received range from old programs and trophies to a postcard from 1920. With continued support of the Museum and donations from the public, Fair Management anticipates opening The Big Fresno Fair Museum by 2015. Great strides have already been made towards this goal. At this year's Fair, which runs October 2 – 14, Fair Management will be offering exclusive preview tours to local media and Museum donors to view items collected to date. The Big Fresno Fair Museum preview will be held in the Fair's current board room, which will be the future location of the Museum.

“For the last five years we have been focused on reaching out to the community in search of old Fair memorabilia to capture a glimpse of our Fair's history,” said John Alkire, CEO, The Big Fresno Fair. “We have collected some great historical Fair items, but we have been part of the community for 130 years, so we want to continue to gather items to tell the broader history of our community Fair. So we are seeking the help of our community. Please share your historical Fair items and have your memories live on through the Museum that when completed, will be shared with over half a million people each year.”

The Big Fresno Fair Museum will be a way for the community to remember and learn about the history of the Fair, preserving and protecting this rich Valley tradition! Whether it was 1884 or 1995, The Big Fresno Fair was and continues to be a tradition for Valley residents and their families.

Help from the community is needed to make sure The Big Fresno Fair Museum is successful in effectively representing its diverse past. All items representing any part of The Big Fresno Fair's history are welcomed and encouraged to be a part of the Museum. As a thank you for donating a personal piece of Fair history, The Big Fresno Fair will provide a donor name recognition plaque to be displayed in the Museum along with the donated item, as well as extend an invitation to the Museum's Grand Opening as a VIP guest.

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As the fifth largest fair in California, The Big Fresno Fair is far more than just the Central Valley's largest annual event. It is a source of community pride and an annual tradition for Valley residents to share with their family and friends. Donations from those devoted Fair fans and supporters will make it possible to continue the celebration of this valued tradition. For more information on The Big Fresno Fair Museum or to learn how to donate please visit [www.fresnofair.com/museum](http://www.fresnofair.com/museum).

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: Elizabeth Hudson, President; AJ Yates, Vice President; Debbie Jacobsen, Secretary/Treasurer; William White; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; and Fue "Ricky" Vang. John C. Alkire heads the daily operations in his role as CEO. The 2013 Big Fresno Fair will run October 2 – 14. For more information about the annual Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).



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