



FOR IMMEDIATE RELEASE

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LARRY HERNANDEZ AND RAMON AYALA ADDED TO FAIR'S CONCERT LINE-UP *Online Only Pre-Sale Starts August 1 for BFF Club Members; General Public On-Sale is August 14*

FRESNO, CALIFORNIA, July 31, 2017...The Big Fresno Fair is excited to announce that regional Mexican singer and TV personality **Larry Hernandez** and the legendary norteño musician **Ramon Ayala** have been added to The Big Fresno Fair's Table Mountain Concert Series in the Paul Paul Theater, presented by Coors Light, Toyota and Xfinity. These shows are also sponsored by FoodMaxx and O'Reilly Auto Parts.

Larry Hernandez will perform on Sunday, October 8 and Ramon Ayala will take the stage on Sunday, October 15. Tickets costs for each show range from \$15 to \$50. Tickets for these concerts, as well as all other announced shows, will go on-sale exclusively to Big Fair Fan (BFF) Club members, the Fair's free email newsletter, on **Tuesday, August 1 at 9:00 a.m.** during its online only pre-sale. BFF Club members will also be able to purchase a 50% off discounted single admission ticket with every concert ticket purchased until Sunday, August 13 at Midnight. Discounted admission and concert ticket must be purchased in same transaction or offer is not valid. Tickets will go on sale to the general public Monday, August 14.

For those individuals that are not BFF Club members, they can sign up at www.FresnoFair.com. The password will then be included in their subscription confirmation email. This password can be used starting August 1 at 9 a.m. until August 13 at Midnight to purchase tickets early. BFF Club Members will also be able to take advantage of these other great pre-sale offers:

- **Unlimited Carnival Ride Wristband:** Only \$28 if purchased by October 3.
- **Season Pass:** Only \$38 and available for purchase ONLY until October 3.
- **Season Parking Pass:** \$100 gets you daily parking access in the Butler & Infield lots! Only available for purchase until October 3.
- **Horse Racing Reserved Seats:** Purchase your reserved horse racing seats for only \$5!
- **Turf Club and Luxury Deck:** Take in live horse racing like a VIP! Enjoy the exclusive Turf Club for \$40 - \$80 or the incredible view from Luxury Deck for \$150 - \$180 per table.

See below for this year's complete Paul Paul Theater entertainment line-up.

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com





THE 2017 TABLE MOUNTAIN CONCERT SERIES IN THE PAUL PAUL THEATER

Presented by Coors Light, Toyota & Xfinity

DATE	ARTIST	TIME	PRICE
Wed, Oct 4	Chris Young	7 p.m.	\$38 \$33
Thurs, Oct 5	Kingdom Come: A Night of Music & Ministry	6:30 p.m.	\$20 - \$100*
Fri, Oct 6	Chicago	7 p.m.	\$70 \$60 \$45
Sun, Oct 8	Larry Hernandez	7 p.m.	\$15 - \$50
Mon, Oct 9	Goo Goo Dolls	7 p.m.	\$48 \$43
Tues, Oct 10	Ice Cube	7 p.m.	\$45 \$35
Weds, Oct 11	Granger Smith feat. Earl Dibbles, Jr. & Jackson Michelson	7 p.m.	\$20 \$15
Thurs, Oct 12	Brian Wilson <i>Presents Pet Sounds – The Final Performances</i> Special Guests Al Jardine & Blondie Chaplin	7 p.m.	\$42 \$33
Fri, Oct 13	Gabriel Iglesias (“Fluffy”)	7 p.m.	\$45 \$35
Sat, Oct 14	Ja Rule & Ashanti	7 p.m.	\$25 \$17
Sun, Oct 15	Ramon Ayala	7 p.m.	\$15 - \$50

Entertainment for 10/7 to be announced.

* Tickets prices for Kingdom Come include Fair admission tickets. This concert is already on-sale to the public so it is not part of the pre-sale or the 50% admission offer.

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Artists and ticket prices are subject to change. Fair admission is not included in reserved seat pricing. Service charges for online and phone purchases. For updated information visit www.FresnoFair.com or call (559) 650-FAIR. Concert ticket prices for reserved seating are based on proximity to the stage. It is recommended to purchase reserved seat tickets in advance. A portion of the Paul Paul Theater will continue to be FREE general admission seating with paid Fair admission and is available on a first come, first served basis for each concert.

Beginning on Monday, August 14, tickets can be purchased by everyone online at www.FresnoFair.com, by phone at (559) 650-FAIR or at the Fresno Fairgrounds Administration Box Office located at 1121 S. Chance Ave., Fresno, CA 93702. The Big Fresno Fair call center is open from 7 a.m. to 7 p.m. seven days a week and the Administration Box Office will be open from 9 a.m. to 4 p.m., Monday – Friday beginning Monday, August 14.

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 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; Ricky Vang; Dora Westerland and William White. John C. Alkire heads the daily operations in his role as CEO. The 2017 Big Fresno Fair will run October 4-15. More information at www.FresnoFair.com.

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