



## **FOR IMMEDIATE RELEASE**

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### **THE BIG FRESNO FAIR TAKES HOME FIVE AWARDS AT INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS (IAFE) ANNUAL NETWORK AWARDS**

**FRESNO, CALIFORNIA, January 23, 2019...**The Big Fresno Fair took home five awards at the International Association of Fairs & Expositions (IAFE) 128<sup>th</sup> Convention & Trade Show held November 25 - 28 at the Henry B. Gonzalez Convention Center in San Antonio, Texas. Fairs and expositions from throughout the world attended to celebrate the greatest accomplishments of 2018, connect with one another and discuss industry topics. The IAFE promotes the development and improvement of agricultural fairs, shows and expositions. Its awards program recognizes the best practices and innovation across a variety of categories.

The Big Fresno Fair walked away with top honors in the Innovation in Sponsorship awards with a first place finish in the Sponsorship Continuity category for the highly-successful “Feed the Need” Food Drive at Fresno State benefiting the Student Cupboard.

The Big Fresno Fair also took home the following Hall of Honor Communications awards:

- Promotional/Advertising Poster
  - Second Place – Big Fresno Fair Theme Poster
- Miscellaneous Marketing/Promotional Display
  - Third Place – Big Fresno Fair Competitive Exhibits Custom Die-Cut Postcard
- Web Advertisement
  - Third Place – Fresno Bee Digital Ads
- Social Media/Mobile Campaign
  - Third Place – Win “Front Row Concert Seats” Facebook Contest

“I continue to be proud of our Fair team and what we do each year to draw the community together for this annual tradition,” said John C. Alkire, CEO of The Big Fresno Fair. “We are honored to be acknowledged by our peers on a national and international scale for our marketing and sponsorship approaches.”

#### **About The International Association of Fairs and Expositions (IAFE)**

The IAFE is a voluntary, not-for-profit corporation, serving state, provincial, regional and county agricultural fairs, shows, exhibitions and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations and individuals engaged in providing products and services to its members, all of whom are interested in the

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improvement of fairs and allied fields. The IAFE began in 1885 with a half dozen fairs. Today, the IAFE represents more than 1,100 fairs around the world and more than 900 members from allied fields. Throughout the years, the IAFE has remained true to its purpose of promoting and encouraging the development and improvement of agricultural fairs, shows, and expositions.

**About The Big Fresno Fair:**

Members of the Board of Directors include: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia; Gabriel Hernandez; Linda Mae Balakian Hunsucker; Charles Riojas; Lawrence Salinas; and Dora Westerlund. John C. Alkire heads the daily operations in his role as CEO. The 2019 Big Fresno Fair will run October 2-14. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).



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