



## FOR IMMEDIATE RELEASE

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### THE BIG FRESNO FAIR TAKES HOME 18 AWARDS AT THIS YEAR'S WESTERN FAIRS ASSOCIATION'S ANNUAL CONVENTION

**FRESNO, CALIFORNIA, January 29, 2019...**The Big Fresno Fair took home 18 awards at the Western Fairs Association's (WFA) 96<sup>th</sup> Annual Convention & Trade Show held in Reno, Nevada from January 20-23, 2019, where more than 1,200 fair CEOs, directors, staff and fair-related professionals from roughly 125 fairs throughout the Western United States attended to celebrate the greatest accomplishments of 2018. These Achievement Awards recognize the best practices by fairs in a variety of categories from digital marketing to non-profit partnerships. This year, some of The Big Fresno Fair's first place finishes included the newly remodeled Ag Ventureland, 2018 Fair theme and Fall Wine Festival logos and the history of boxing exhibit in the Fresno County Historical Museum.

"I am so proud to be a part of this Fair team and see the hard work of our valued team members be recognized and rewarded on such a prominent industry platform," said John C. Alkire, CEO of the Big Fresno Fair. "We are honored to be recognized by our peers and are grateful to have this network to share ideas and find new ways to improve what we do and how we do it."

The Big Fresno Fair walked away with 18 WFA Achievement Awards, which included 10 first place awards, 7 second place awards and 1 third place award. See below for a complete of awards received:

#### First Place Awards:

- Fair Theme Logo - 2018 Big Fresno Fair "Big Times Are Back" Logo
- Special Event Logo - Fall Wine Festival Logo
- Give It Your Best Shot, Community - Lanky the Clown and Valley Children's Patient Photo
- Give It Your Best Shot, Exhibit - Tractor Tree Photo (Service Member submission)
- Give It Your Best Shot, Carnival - Ferris Wheel at Night Photo (Service Member submission)
- New Children's Program - Newly Remodeled Ag Ventureland Exhibit
- New Innovative Technology - Boxing Legends of Fresno High Tech Touchscreens in the Fresno County Historical Museum
- Volunteers - Chamber of Commerce Partnership
- Event within an Event - Fall Wine Festival Event
- Agricultural Programming - Newly Remodeled Ag Ventureland Educational Exhibit

#### Second Place Awards:

- Social Media Campaign - Free Concert Seat Giveaway
- Fair-time Advertising Poster - 2018 Big Fresno Fair Entertainment Poster

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**Second Place Awards, cont:**

- New Community Outreach Program - ARISE Teen Challenge Worship Event
- Interim Events - Drag Con Event
- New Collaborations - ARISE Teen Challenge Worship Event
- Guest Services - Employee Training Program
- Recruitment/Retention Program - Employee Investment Program

**Third Place Award:**

- Digital Marketing Campaign - Core Big Fresno Fair Paid Digital Advertising

The Big Fresno Fair competed against other top fairs of its size such as California State Fair, Orange County Fair, San Diego County Fair, Washington State Fair, Arizona State Fair and many others. The Western Fairs Associations (WFA), a non-profit trade association that serves the fair industry within the western United States and Canada, offers the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with others fairs.

**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 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: 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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