



FOR IMMEDIATE RELEASE

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Community Comes Forward to Support High-Achieving Fresno County High School Students through Big Fresno Fair Rewards Program

FRESNO, CALIFORNIA, September 27, 2013...The Big Fresno Fair will hold the third annual 4.0 & Above Program on Wednesday, October 2 to reward high achieving high school students in return for their hard work and academic success. Again this year, local Fresno County residents and businesses have stepped up in a big way to help reward deserving students with approximately \$27,000 in scholarship funds – already surpassing last year’s amount of \$21,000 and with more anticipated to be added before the program drawing on October 2.

These scholarships are in addition to the grand prize of a 2014 Toyota Corolla S, as well as Apple iPads, mountain bikes and gift cards through generous sponsor contributions from Toyota, EECU and Friends of the Fair (the Fair’s non-profit entity).

The 4.0 & Above Program, in partnership with the Fresno County Office of Education, invites all Fresno County high schools students whose cumulative GPA is 4.0 or above as of June 2013 to The Big Fresno Fair for free on Opening Day, Wednesday, October 2. All qualified students in attendance have the opportunity to enter-to-win the prizes above including a new car, nine \$3,000 scholarships, and other assorted prizes at a rally-like presentation in the Brian I. Tatarian Grandstand as a reward for their academic success.

Standing apart from other program prizes, these scholarships donated by members throughout the community are significant in making the 4.0 & Above Program a staple for rewarding educational excellence, as well as reminding other community members and organizations that high academic achievements are something that should never go unnoticed.

The 4.0 & Above Program allows the Fair, its partners and, now through these scholarships, anyone who wants to support education within our region to recognize these students for all their hard work and incredible scholastic successes. This program also helps encourage students to work hard all year to keep up their grades for a lifetime of rewards.

- More -

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“Now in its third year, this program has grown in ways that I could have only dreamed three years ago. It’s our privilege and honor to recognize Fresno County high-achieving high school students and now, with the help and support of other community members and businesses, this program has endless possibilities.” said John C. Alkire, CEO of The Big Fresno Fair.

The Fair, along with all of its partners, are thrilled to see the results of this year’s 4.0 & Above Program on Opening Day of the 2013 Big Fresno Fair. The prizes for the 3rd Annual 4.0 & Above Program include:

- 2014 Toyota Corolla S, proudly donated by Toyota
- (2) \$3,000 Bob and Brent Smittcamp Scholarships
- The \$3,000 Butler Amusements Scholarship
- The \$3,000 Credit Card Guys, Inc. Scholarship
- The \$3,000 Gayle Baddin Shapazian Scholarship
- The \$3,000 Fresno Police Officers Association Scholarship
- The \$3,000 Mr. and Mrs. Michael Der Manouel, Jr. and Lisa and John Bonadelle Joint Scholarship
- The \$3,000 Vartan Family Scholarship
- The \$3,000 Yrulegui Family Scholarship
- (6) Mountain Bikes, (2) Apple iPads and (3) \$100 Visa Gift Cards, proudly donated by Friends of The Big Fresno Fair

For official rules and presentation details, visit www.fresnofair.com/4-0-above-program or contact the Fair Communications Department at (559) 650-3229. If you’re interested in donating a new scholarship or prize toward the 4.0 & Above Program, please contact the Fair Sponsorship Department at (559) 227-9999.

INTERVIEWS INCLUDE:

- John Alkire, CEO, The Big Fresno Fair
- Jim Yovino, Fresno County Superintendent of Schools
- Leslie Loewen, Director of Campus Culture & Activities, Hoover High School
- Joseph Yrulegui, The Yrulegui Family

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