



## MEDIA ALERT – 4/8/14

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### **BIG FRESNO FAIR ANNOUNCES NEW EARLY DISCOUNTED ADMISSION & SEASON PASS SALE MONDAY, APRIL 14**

Fresno, California... April 8, 2014

**WHO:** The Big Fresno Fair

**WHAT:** The Big Fresno Fair is proud to announce that Fair patrons can now save big when they buy their Fair Admission tickets and Season Passes earlier than ever before!

New this year, the Fair will be offering Big Fair Fan Club members (email newsletter subscribers) the chance to save \$2 on admission and \$5 on Season Passes from April 14 – May 30 through this new promotion. The public can now purchase their Fair Adult Admission tickets for \$8 (normally \$10) and Child, Senior or Military Admission tickets for just \$5 (normally \$7)! Season Passes will also be available for just \$25 (regularly \$30). Anyone can sign up to be a Big Fair Fan Club member free of charge at [www.FresnoFair.com](http://www.FresnoFair.com).

Big Fair Fan Club members should expect to receive an email on Monday, April 14 by 8:30 a.m. with their unique password to be used during this pre-sale only. Only Admission Tickets and Season Passes will be sold at this time. The Big Fair Fan Club Concert Pre-Sale will take place July 30 – August 10 in which all other Fair tickets, including concerts, will be available for purchase. Tickets will go on sale to the general public on Monday, August 11, 2014.

**WHEN:** Pre-sale will last from April 14 at 9 a.m. through May 30, 2014 at 11:59 p.m.

**WHERE:** The Early Admission & Season Pass Sale will be available online only at [www.FresnoFair.com](http://www.FresnoFair.com).

**WHY:** As the economy continues to recover, The Big Fresno Fair is focused on providing deep discounts. By offering this pre-sale, the public is given the opportunity to purchase their tickets earlier than ever before – making them a great gift for inclusion in Easter baskets, birthday cards and more throughout the next five months leading up to The Big Fresno Fair in October!

As a member of the Big Fair Fan Club, subscribers will receive up-to-date information on everything they need to know about the 2014 Big Fresno Fair including what's new, concert announcements and more. Monthly eBlasts also give Big Fair Fan Club members the chance to win prizes each month just by opening their email.

**CONTACT:** For more information please contact Ashlee Garcia at (559) 650-3229 or (559) 994-3133.

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