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THE BIG FRESNO FAIR GOES HOME WITH 11 AWARDS AT WESTERN FAIRS ASSOCIATION ANNUAL ACHIEVEMENT AWARDS

FRESNO, CALIFORNIA, February 6, 2013...The Big Fresno Fair was recently honored at the Western Fairs Association's 90th Convention & Trade Show, in which roughly 125 fairs from throughout the Western United States attend to gather new ideas, attend seminars and participate in the annual Achievement Awards. The Achievement Awards recognize the very best efforts that a fair puts forth for its community. This year, The Big Fresno Fair received 11 Achievement Awards recognizing everything from its Big Fair Fan Club (Email Marketing Program) to its Outdoor Advertising Campaign.

“Every year we try to improve on what we did the year before! Whether that be how we inform the public of what’s happening at the Fair through advertising and information provided on our website to developing new community-minded events,” said John C. Alkire, CEO, The Big Fresno Fair. “As a result, we put extra focus on those communication pieces that help us brand what’s new and special for each new year at The Big Fresno Fair. Additionally, we continue to be a good steward of our environment and I was so happy to be recognized for the new efforts made on that front.”

At the WFA Achievement Awards Ceremony, The Big Fresno Fair collected a total of two 1st place, four 2nd place and five 3rd place awards. Below is a complete list:

First-Place Awards:

- Electronic Newsletter – The Big Fresno Fair 2012 Fall InFAIRmation
- Outdoor Advertising – The Big Fresno Fair’s 2012 Outdoor Billboards

Second-Place Awards:

- Fair Logo Contest – 2012 Big Fresno Fair Theme Logo
- Black and White Newspaper Ad – The Big Fresno Fair Community Relations Advertising



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- Color Print Newspaper Ad – Fresno Bee Spadea
- Service Member Partnership – “Passport to Savings” Coupon Book

Third-Place Awards:

- Fair-time Website – The Big Fresno Fair Website
- Other Advertising Piece – The Big Fresno Fair Interim Rental & Horse Racing Table Tents
- Poster – 2012 Big Fresno Fair Theme Poster
- New Conservation Program or Being Green – The Big Fresno Fair Clean & Green Program with New Implementation of LED Lights
- New Agricultural Program – Meyers Water Bank and Wildlife Project Program

During this year’s WFA Awards Program The Big Fresno Fair competed against other top fairs within the Western United States including L.A. County Fair, California State Fair, Orange County Fair, San Diego County Fair, Arizona State Fair and Calgary Stampede. The Western Fairs Association is a non-profit trade association serving the Fair Industry throughout the Western United States and Canada and offers an Annual Achievement Awards Program to recognize excellence and to share successful fair ideas and programs.

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. Nearly 550,000 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: William White, President; Elizabeth Hudson, Vice President; Debbie Jacobsen, Secretary/Treasurer; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; Fue “Ricky” Vang and A.J. Yates. John C. Alkire heads the daily operations in his role as CEO. The 2013 Big Fresno Fair will run October 2 – 14. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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