



MEDIA ALERT – 9/24/12

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THE 2012 BIG FRESNO FAIR MEDIA KIT IS NOW AVAILABLE ONLINE!

Your guide for story ideas, basic information, discounts & more

Fresno, California... September 25, 2012

The Big Fresno Fair is pleased to announce its media kit is now available online! In an effort to be more “clean & green,” plus make information readily available for our media partners, the 2012 Big Fresno Fair media kit is only available online at www.fresnofair.com/media-kit.

It has all the same great information to guide you through this year’s Fair such as what new attractions will be revealed, great savings opportunities and the scoop on all the delicious food – including all the newest food destinations, plus much more!

Each release is made available in a printable PDF. Just select the information you want, print and take with you! No more carrying around large media kits at the Fair – only what you need for that day’s assignment.

If you are interested in obtaining media credentials for this year’s Fair, please review the credential policy posted online at www.fresnofair.com/media-credential-policy. ALL requests MUST BE received no later than Friday, September 28, 2012.

CONTACT: For questions or problems with the online media kit, please contact the Fair’s Communications Office at (559) 650-3229.



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