



News Release

For Immediate Release

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Santa Barbara County Fair takes home honors at industry achievement awards

SANTA MARIA – The Santa Barbara County Fair is celebrating some well-earned recognition after taking home several achievement awards from the Western Fairs Association (WFA) and the International Association of Fairs & Expositions (IAFE).

“It’s an outstanding honor to receive these achievement awards and to be recognized by others in the industry. We have a great team on our side and they’ve earned this recognition with all of the hard work they contribute to capturing the essence of the Santa Barbara County Fair for our outreach efforts,” said Santa Maria Fairpark CEO Richard Persons.

The annual awards by the two groups recognize fairs for outstanding achievement in a variety of areas of fair management and community outreach.

At the WFA Achievement Awards Santa Barbara County Fair took the following honors:

- 1st Place – Any Other Ad Piece – Entertainment Stick Notes
- 1st Place – Radio Ad Series
- 2nd Place – Advertising Poster
- 2nd Place – Commemorative Poster – Entertainment
- 2nd Place – Newspaper Ad Color – Presale Ad
- 2nd Place – TV Ad Series

At the IAFE Convention the fair earned the following recognition:

- Agriculture:
 - 2nd Place – Single Photo
- Communications:
 - 2nd Place – Newspaper Ad Color – Pre-sale Ad
 - 2nd Place – Promotional Poster – Entertainment Poster

The WFA is a nonprofit trade association that serves more than 800 members from the fair industry throughout the western United States and Canada. The IAFE is a nonprofit organization that represents more than 1,100 fairs around the world, and more than 900 members from allied fields.

This year marks the 125th year of the Santa Barbara County Fair. The fair takes place July 13-17 at the Santa Maria Fairpark.

For more information, visit www.santamariafairpark.com or Like us on [Facebook](#).

About the Santa Maria Fairpark

The Santa Maria Fairpark serves as the hub for major events and community activities on California's Central Coast. The state-owned facility hosts the annual Santa Maria Valley Strawberry Festival, which attracts more than 60,000 people and is home to its headlining event the Santa Barbara County Fair, which is attended by more than 140,000 people.