



September 2020

Dear Media Professional,

The “Big Times Are Back” in a BIG and different way! On behalf of the Board of Directors and the entire Big Fresno Fair family, we would love for you to join us at the 2020 Big Fresno Fair’s Drive-Thru Eats presented by Toyota, a 10-day food series to indulge in your favorite Fair Foods from October 9 – 18!

We are proud of being a family-fun, educational and affordable entertainment venue, and while this year we aren’t able to carry a traditional Fair like years past that was not going to stop us from celebrating The Big Fresno Fair and our community! There are still ways to enjoy your favorite Fair foods, live music and strolling entertainment, plus virtual features like the Virtual Jr. Livestock Auction, 2020 Virtual Competitive Exhibits winners, the new Online Marketplace, plus Horse Wagering online! Please use this media kit as a guide to this year’s 10-day event! Also, since this year is different altogether, so are our media protocols – so please carefully read that inclusion in this media kit.

As always, we appreciate your partnership, support and coverage of The Big Fresno Fair and are here to help facilitate interviews and source stories as needed. Below is our Communications’ Team contact list; we will be here when you need us, just call or email in advance!

Sincerely,

Debra Nalchajian-Cohen
Executive Communications Director
The Big Fresno Fair

Danielle L. Griffin
Communications Director
The Big Fresno Fair

COMMUNICATIONS DEPARTMENT CONTACTS

Danielle Griffin

Cell: (559) 994-3133

danielle@cohencommunications.com

Celeste Zavala

Cell: (559) 776-8911

celeste@cohencommunications.com

Debbie Nalchajian-Cohen

Cell: (559) 281-1312

debbie@cohencommunications.com

