



FOR IMMEDIATE RELEASE

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BIG FRESNO FAIR AND VALLEY CHILDREN'S TEAM UP FOR VALLEY KIDS

New "Fill the Need" effort offers a \$4 Fair ticket; half benefiting Valley Children's to support its mission to increase access for healthcare to the region's 1.3 million kids

Fresno, CA, May 23, 2019... As patients and their families played in a carnival-like setting in the Guilds Hall at Valley Children's Hospital, leadership from The Big Fresno Fair and Valley Children's announced an unprecedented partnership on the new "Fill the Need" Day to support Valley Children's mission to increase access for lifesaving healthcare for the 1.3 million kids living in the region. As part of this effort, the Fair will be offering a special \$4 "Fill the Need" admission ticket that is good for Thursday, October 10 at The Big Fresno Fair! Half of all ticket sales for this day will benefit Valley Children's.

"We are honored to have The Big Fresno Fair choose Valley Children's as its 'Fill the Need' Day beneficiary," said Todd Suntrapak, President and CEO of Valley Children's Healthcare. "The fair's generosity will go a long way as we continue to invest in the health of our kids and in our goal to offer services within 30 minutes or 30 miles of every family in our region. With the help of community partners like The Big Fresno Fair, we are helping more children than ever before."

By uniting the Fair, the Valley's largest annual event and Valley Children's, the region's largest pediatric healthcare network, a powerful partnership has been created to raise funds to make a difference for Valley kids and their families. The "Fill the Need" Day provides a unique way for the community to support Valley kids while enjoying one of the deepest discounts available at the 2019 Big Fresno Fair.

"Our continued focus is to give back to the community that supports us each year – especially the kids," said Stacy Rianda, Deputy Manager II, The Big Fresno Fair. "Our Fairgoers are traditionally excited to enjoy a great day at the Fair and at the same time to give back to the community. The success of the 'Fill the Need' Day relies on community involvement from businesses, families and friends to join our effort by purchasing the special \$4 ticket now good for October 10 to be entered into a random drawing for concert tickets as an added bonus for their support through August 1."





The \$4 “Fill the Need” tickets can be purchased online at www.FresnoFair.com; all online fees have been waived. Fairgoers can also purchase these tickets at any Big Fresno Fair gate on Thursday, October 10 all day long.

Special ticket packages are available for purchases of 125 “Fill the Need” tickets or more at one time. These special Big Fresno Fair packages include Fair admission, parking and horse racing box seats; available while supplies last. Those interested in making these ticket purchases are instructed to call (559) 650-FAIR for assistance. Individuals who purchase “Fill the Need” tickets before August 1, 2019 are automatically entered into a random drawing to win a pair of concert tickets; three winners will be chosen for the concert of their choice.

The Big Fresno Fair and Valley Children’s “Fill the Need” effort is supported by community partners ABC30 and eTix.

For nearly seven decades, Valley Children’s has provided lifesaving services for the kids in the Valley. Today, the Madera hospital and specialty care centers throughout the region serve on average more than 1,000 children each day.

About The Big Fresno Fair

Members of the Board of Directors include: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia; Gabriel Hernandez; Linda Mae Balakian Hunsucker; Charles Riojas; and Lawrence Salinas. John C. Alkire heads the daily operations in his role as CEO. The 2019 Big Fresno Fair will run October 2-14. For more information, please visit www.FresnoFair.com.

About Valley Children’s

Valley Children's Healthcare began as the vision of five civic-minded women who saw the need for a dedicated pediatric hospital in Central California. For more than 65 years, Valley Children's Healthcare has grown from a 42-bed hospital in 1952 to a 358-bed, nationally ranked hospital and one of the biggest pediatric healthcare networks in the country. With more than 650 physicians and 3,400 staff, Valley Children’s delivers high-quality, comprehensive care to more than 1.3 million children in its 12-county service area. For more information, please visit www.valleychildrens.org.

