



## FOR IMMEDIATE RELEASE

**CONTACT:** Danielle Griffin  
O: (559) 650-3229/C: (559) 994-3133

### RIPLEY'S "BELIEVE IT OR NOT" FALL 2019 BOOK TO FEATURE THE BIG FRESNO FAIR'S TRACTOR TREE EXHIBIT

**FRESNO, CALIFORNIA, March 7, 2019...**At the 2018 Big Fresno Fair, the uniquely odd and mesmerizing Tractor Tree was unveiled as a tribute to Fresno County and the broader San Joaquin Valley's rich agricultural heritage. Inspired by the Smithsonian declaring 2018 the "Year of the Tractor," Big Fresno Fair CEO came up with the idea to construct a 32 foot tall tree comprised of nearly 1,200 tractor parts – some more than 100 years old. At completion, the structure weighed a total of 32.8 tons! Sound unbelievable? That's exactly what executives at *Ripley's Believe It or Not!* thought and selected to feature the Tractor Tree in their Fall 2019 book.

"The Tractor Tree grew from inspiration – the inspiration to tell our own tractor story of how these incredible pieces of machinery molded the agricultural landscape of our region and help propel us into a worldwide agricultural powerhouse," said John C. Alkire, CEO of The Big Fresno Fair and visionary behind the Tractor Tree. "To have this piece of art that is a tribute to our agricultural heritage be selected to appear in the pages of an internationally distributed book is incredible. We are so grateful for all the people and businesses that were not only onboard with the vision, but passionate about the creation of the Tractor Tree – this is a great accolade for all of us. "

By sheer numbers the Tractor Tree is an unbelievable structure. The foundation alone is 18.5 feet deep and weighs 17.2 tons. The tree has a total of 23 large, medium and small tractors and there are more than 1,156 tractor parts that range from 1 to 110 years old. To create a "tree" from tractor parts, it took 988 pounds of welding rod and more than 3,300 hours of labor to construct the iconic "Tractor Tree." Integrated into the design are two tractor cabs in which kids (and adults) can sit and steer the tractor, pose for pictures and more importantly learn about the incredible impact of tractors on agriculture in the Central Valley. There is an audio loop that plays telling the story of tractors, their impact on the region and the families who have worked the land for generations.

"Ripley's is excited to feature the Tractor Tree exhibit in our book!," exclaimed Jordie R. Orlando, Editor at Ripley Entertainment, Inc. "The incredible structure is right at home inside





the pages of *Beyond the Bizarre!* thanks to its impressive size, remarkable workmanship, historical significance and artistic detail. It is truly unbelievable!”

You can purchase the Fall 2019 *Ripley's Believe It Or Not!* book that features the Tractor Tree starting in August 2019; details on how to purchase will be posted to the Fair's website ([www.FresnoFair.com](http://www.FresnoFair.com)).

#### **About Ripley's:**

*Ripley's Believe It or Not!* is an American franchise, founded by Robert Ripley, which deals in bizarre events and items so strange and unusual that readers might question the claims. Originally a newspaper comic, the Believe It or Not feature proved popular and was later adapted into a wide variety of formats, including radio, television, comic books, a chain of museums, and a book series. The Ripley collection includes 20,000 photographs, 30,000 artifacts and more than 100,000 cartoon panels. In 1929, the very first *Believe It or Not!* book was published and in 2004 hit the New York Times Best Sellers list. Today, the series is released every year with all-new content and translated into dozens of languages and published in foreign markets. To date, Ripley Publishing has sold more than 10 million books. More information at: [www.ripleys.com](http://www.ripleys.com).

#### **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 about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

# # #

