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THE BIG FRESNO FAIR TAKES HOME 21 AWARDS AT THIS YEAR'S WESTERN FAIRS ASSOCIATION'S ANNUAL CONVENTION

FRESNO, CALIFORNIA, January 30, 2020...The Big Fresno Fair took home 21 awards at the Western Fairs Association's (WFA) 97th Annual Convention & Trade Show held in Reno, Nevada January 19-22, 2020, where more than 1,200 fair CEOs, directors, staff and fair-related professionals from roughly 125 fairs throughout the Western United States attended to celebrate the greatest accomplishments of 2019. These Achievement Awards recognize the best practices by fairs in a variety of categories, from digital marketing to non-profit partnerships. This year, some of The Big Fresno Fair's first place finishes included the new Sikh Exhibit, \$4 "Fill the Need" Day and The Showdown, an Educational eSports Experience.

"As CEO, I am so incredibly proud of our team and all of the hard work that went into creating these award-winning marketing elements and programs that further engage and connect our Fair to the community," said John C. Alkire, CEO of The Big Fresno Fair. "We are honored to be recognized by our peers and are grateful to have this network to share ideas and find new ways to improve what we do and how we do it."

The Big Fresno Fair walked away with 21 WFA Achievement Awards, which included 9 first-place awards, 8 second-place awards and 4 third-place awards. See below for a complete list of awards:

First-Place Awards:

- Radio Advertising – Single Radio Ad, *Last Chance For Fair Fun Savings*
- Printed Marketing Campaign – Full Page Fresno Bee Ad, *This Week at the Fair*
- Social Media Campaign – Facebook *Better Than Front Row Contest*
- Year Round Logo – Big Fresno Fair *Corporate Logo Refresh*
- New Community Outreach Program – \$4 *"Fill the Need" Day Benefitting Valley Children's*
- Fair-time Event – *The Showdown, a New Educational eSports Experience*
- Non-Profit – *"Feed the Need" Food Drive Benefitting the Poverello House*
- Crisis Management – The Big Fresno Fair's *Safety & Security Program*
- New Cultural Program – Fresno County Historical Museum's new *Sikh Exhibit*

Second-Place Awards:

- Television Advertising – Foreign Language, *Pre-Fair Savings Spot (Hmong)*
- Single Radio Ad – Foreign Language, *Last Chance For Fair Fun & Savings (Spanish)*
- Give It Your Best Shot – Animals, *Photo of Lads & Ladies Lead Competition*





- Fair-time Advertising Poster – *2019 Big Fresno Fair Entertainment Poster*
- Fair-time Commemorative Poster - *2019 Big Fresno Fair Theme Poster*
- New Event, Exhibit or Program – *Iron Mountain, New Metal Art Garden*
- New Children’s Program – *Sierra to the Sea Exhibit*
- Guest Services – *The Big Fresno Fair’s Safety & Security Program*

Third-Place Awards:

- Give It Your Best Shot – Exhibits, *Photo of young Fairgoer enjoying the Ag Ventureland Exhibit*
- New Exhibits/Competition – *First-Ever Big Fresno Fair Food Fight Competition*
- Inspiring Collaboration – *\$4 “Fill the Need” Day Benefitting Valley Children’s*
- Recruitment and/or Retention Program – *Big Fresno Fair’s Recruit, Train & Recognize Program*

The Big Fresno Fair competed against other top fairs of its size such as California State Fair, Orange County Fair, San Diego County Fair, Washington State Fair, LA County Fair and many others. The Western Fairs Associations (WFA), a non-profit trade association that serves the fair industry within the western United States and Canada, offers the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with others fairs.

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the state of California and represents the 21st District Agricultural Association. More than 600,000 people from throughout the State visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Larry Serpa, President; Jerry Pacheco, Vice President; Charles Riojas, Secretary/Treasurer; Leta Ciavaglia; Gabriel Hernandez; Linda Mae Balakian Hunsucker; and Lawrence Salinas. John C. Alkire heads the daily operations in his role as CEO. The 2020 Big Fresno Fair will run October 7-18. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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