



## FOR IMMEDIATE RELEASE

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### **BIG FRESNO FAIR PRESENTS DONATION CHECK TO VALLEY CHILDREN'S** New \$4 "Fill the Need" generates \$37,496 for Valley Children's; 2020 Effort Launches

**Fresno, CA...December 12, 2019...** The Big Fresno Fair is thrilled to present a check for \$37,496 to Valley Children's as result of the incredible community participation at the first-ever \$4 "Fill the Need" Day that was held on Thursday, October 10 during the 2019 Big Fresno Fair.

A total of 18,748 people joined the effort that saw an incredible turn out of Fairgoers who purchased their \$4 "Fill the Need" tickets online or that day at the gate. All online fees for these ticket sales were waived by eTix, the Fair's ticketing company, so the \$4 ticket was just \$4. Half of the \$4 ticket sales went back to Valley Children's in support of its mission to increase access to life-saving healthcare to the 1.3 million kids in our region. Sponsors of this effort were eTix and ABC 30.

"We are grateful for the generous donation that was made to Valley Children's by The Big Fresno Fair," said Rob Saroyan, President of Valley Children's Healthcare Foundation. "With the support of the community and partners like The Big Fresno Fair, we are capable of helping more families than ever before. We look forward to the future of this partnership and the growth of its positive impact on the Valley."

The "Fill the Need" effort further united The Big Fresno Fair, the largest annual event in Central California, and Valley Children's, one of the top pediatric hospitals in the state. The \$4 "Fill the Need" Day partnership serves as a way to provide a big savings to families on their trip to the Fair and provide the satisfaction of knowing their ticket purchase benefits the community, helping to provide increased access to healthcare for Valley kids.

"We all want healthy, happy kids running around and we are so grateful that this effort is part of a bigger mission to make that happen," said Lauri King, Deputy Manager II, The Big Fresno Fair. "Thank you to everyone who participated in the new 'Fill the Need' Day; we hope you will support it again next year and encourage everyone you know to do so as well! Together, we can make an even bigger impact on the health of our kids, plus have some fun at the Fair!"





Tickets for the 2020 Big Fresno Fair's \$4 "Fill the Need" Day, which will be on Thursday, October 8, are on sale now online at <http://bit.ly/2020FilltheNeed>. All online ticket fees have been waived, so your \$4 ticket is just that, \$4! Also, mark your calendars for the 2020 Big Fresno Fair, October 7 - 18!

**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 2020 Big Fresno Fair will run October 7-18. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

**Attachments:**

- Check Presentation Photo - *Valley Children's patient Roberto and his father are joined by (left to right) Louie Brosi, Debbie Jacobsen, George the Giraffe, John C. Alkire, Rob Saroyan, Flo the Clown, Stacy Rianda, Jerry Pacheco and Lauri King for The Big Fresno Fair's check presentation.*
- \$4 "Fill the Need" Logo

