



A MESSAGE FROM OUR PRESIDENT & CEO

March 11, 2020

Dear Western Fairs Association Members,

Things are moving quickly throughout the event industry and we at WFA are committed to keeping our membership and business partners fully informed as we move through these challenging times. Western Fairs Association is actively monitoring the developments concerning the Coronavirus (COVID-19) throughout our membership regions; we will continue to closely monitor the situation on your behalf.

The health and wellbeing of all our members, attendees and member communities is our highest priority. We strongly urge our members to follow guidelines provided by the World Health Organization (WHO), Centers for Disease Control and Prevention (CDC) and local health organizations, and encourage you to stay up to date on information surrounding the pandemic. In these times of uncertainty, we must trust expert advice. Resources are listed below for your convenience.

- Centers for Disease Control: <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/index.html>
- World Health Organization: <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>
- International Association of Fairs and Expositions: <https://www.fairsandexpos.com/Communicable-Diseases>

Please rest assured, we are in contact with our advisors and industry leaders to develop strategies to keep our members safe and financially sound, to every extent possible, while adhering to the current mandates and recommendations set forth by State Leadership in each state we represent. We have also been in close communication with the industry organizations across the country, including the International Association of Fairs and Expositions. IAFE's Communicable Diseases webpage link is listed above.

Western Fairs Association is committed to continuing our membership communications and providing you with comprehensive updates of our member events. Please refer to our website and social media pages for up-to-date listings on cancellations and postponements. Please help our communication efforts by sending your updates and event information to Taylor at taylor@fairsnet.org, in an effort to maintain lists that remain accurate and current. Western Fairs Association will also be monitoring and providing our membership with best practices implemented by our member fairs.

Western Fairs Association is committed to ensuring that your best interest is represented during this critical decision-making process. We continue to support the network of fairs and our members in providing fun and safe events for our communities, as appropriate. During this trying time, fairs who have not received mandates for closure have an opportunity, by working collaboratively with local health departments and taking the proper precautions, to continue celebrating our timeless traditions throughout the balance of the Fair season – an ideal staycation!

Our goal is to continue into our 2020 Fair season with the same positivity and resilience that has propelled our industry to where it is today. Let's continue to Build Better Fairs together.

Best Regards,

Sarah Cummings
President & CEO