



May 1, 2020

Hello fellow Fair industry members,

May is Fairgrounds Appreciation Month! And this year, it has recently become more critical to support this important advocacy and education program than we anticipated a few months ago.

Although I hold industry leadership roles, I am writing to you today in my capacity as a Fairgrounds CEO.

COVID-19 has wreaked havoc on our Fair budgets, the State's budget, and most likely your family's budget. It is critical that the State's Legislators know that Fairs are here to serve. Equally important, our Legislators must know we need to continue to support these vital Fairground facilities.

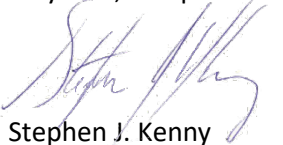
I have been inspired by recent events and wish to challenge each of you to personally and professionally support California Fairs Alliance's 2020 Fairgrounds Appreciation Month campaign. I have committed \$500 to this worthy cause of outreach and education. The goal is to generate \$25,000 in the next 10 days. Therefore, my hope is that at least 49 other Fairgrounds CEO's or Service Members will help meet or exceed my challenge with a contribution to CFA's 2020 Fairgrounds Appreciation Month campaign program.

I have asked Sarah Cummings and Western Fairs Association to attach a simple contribution piece and to administer this program. It is timely, it is urgent and we need your support! Each member's involvement makes a critical statement.

Please make a contribution in the amount of \$500, or any amount you are able to. Be assured that any level of contribution to support CFA's efforts to build awareness of the Fair industry is welcomed and will add to the collective good.

Thank you for your consideration and support!

Stay well, and positive.



Stephen J. Kenny
CEO, Butte County Fair