



INDUSTRY PRESS RELEASE

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As the California Fairs Alliance and the Network of California Fairs begins Fairgrounds Appreciation Month, we are pleased by the generous action taken by California Fair Services Authority's Board of Directors at their April 30, 2020 Board Meeting. CFSA, led by Board Chair Stephen Kenny, took an industry leadership position to propose a financial contribution to Western Fairs Association in support of CFA's enhanced advocacy effort in response to the fiscal crisis facing the Network of California Fairs. The CFSA Board of Directors discussed and approved a contribution to the advocacy effort in the amount of \$25,000.

WFA/CFA intend to employ a comprehensive advocacy program to include:

- Elevated engagement and time commitment within our advocacy team, supporters and partners
- Increased advocacy with the intent to recapture lost revenues and provide a cash infusion for ongoing financial stability to Fairs

WFA/CFA have launched and will continue to promote the following efforts:

- Social media campaign encouraging member participation for viral dissemination
- Fairgrounds Appreciation Month, through the month of May
- Letter campaign by individual Fairs/Board Members/Service Members to their local and federal legislators

Those who would like to support WFA and CFA's educational and advocacy efforts are welcome to make financial contributions to Western Fairs Association. Any level of contribution to support WFA and CFA's efforts to build awareness of the Fair industry is appreciated and welcomed. Rest assured that any level of contribution will add to the collective good.