



September 2024

Dear Media Professional,

Get ready for another year of Food, Family and Fun in a BIG way and on behalf of the Board of Directors and the entire Big Fresno Fair family, we would love for you to join us at the 2024 Big Fresno Fair, which runs October 2 – 14!

We are proud of being a family–fun, educational and affordable entertainment venue and this year we are continuing to offer great ways to save! Plus, once at the Fairgrounds there are plenty of FREE attractions and exhibits for all of our patrons to enjoy. From exhibits to live horse racing, entertainment to livestock and everything in between, the Fair is BIGGER and BETTER than ever! Use this media kit as a guide to this year's 13–day event that attracts more than 600,000 people!

This will also debut a lot of new attractions like the Off–AXIS Stunt Show, the return of Livin' Local Marketplace and Kids' Town with the new Aqua Pals Town Exhibit, new additions to the Fresno County Historical Museum and of course lots of new and delicious food! Read all about these items and so much more in the enclosed media kit.

At The Big Fresno Fair our mission has always been to celebrate, educate and have fun and we at the Communications Department make it our sole responsibility to assist you in any and all ways possible. From answering questions to helping facilitate interviews for filming and photography, we make it our priority to help you meet the strict deadlines of the media industry. The Communications Department at The Big Fresno Fair has a qualified team of individuals to assist with anything you may need and we are available 24 hours a day, 7 days a week to help make your job as easy as possible!

There are many stories waiting to be told about the events, history and people that make this 141–year tradition so special to the Central Valley and we look forward to working with you this year. Please do not hesitate to stop by or call with any questions, ideas, suggestions or concerns. We truly appreciate your coverage of the Fair, and we will do whatever we can to make your time on the Fairgrounds a positive and successful experience. The Big Fresno Fair is back, October 2 – 14 and it's your spot for Food, Family and Fun...can't wait to see you there!

Sincerely,

Debra Nalchajian–Cohen
Executive Communications Director
The Big Fresno Fair

Danielle L. Griffin
Communications Director
The Big Fresno Fair