



CHRISTINA ESTRADA INTERIM CEO The Big Fresno Fair

The Big Fresno Fair (Fair) Board of Directors appointed 33-year Fair Executive, Christina Estrada as Interim CEO to lead the 2024 Fair until a permanent CEO search is conducted. Estrada leads the Fair team forward on Fair plans and operations, which began in 2022. The 2024 Big Fresno Fair runs October 2 - 14, marking the 141st year of this annual tradition.

Estrada first joined the Fair in 1990, and has worked alongside the past seven CEOs and various Boards, gaining valuable expertise and exposure to all aspects of the annual Fair from contracting and personnel to operations, in addition to year-round interim events. Her passion for The Big Fresno Fair and the fair industry is evident in her work where she has served as a strategic part of the Management team in addition to being the Fair's official Spanish spokesperson for the past 20 years.

"Our Board has the utmost confidence in Christina to lead The Big Fresno Fair and its team of top professionals and partners each focused on ensuring a fun, safe and memorable 2024 event for the community," said Terry Gonsalves, Chairman of The Big Fresno Fair Board of Directors. "Christina's commitment and drive to continue the successful operation of The Big Fresno Fair is admirable, as is her passion for the role this annual event plays in our community."

The Big Fresno Fair is the fifth largest fair in the State of California attracting nearly 600,000 people each October and is a longstanding tradition for the community.

"I am honored to continue my three decades of service to The Big Fresno Fair as Interim CEO and look forward to all the wonderful things we have planned for the 2024 Big Fresno Fair," said Christina Estrada, Interim CEO, The Big Fresno Fair. "We have an incredible concert line-up, new and returning attractions, live horse racing which began in September, carnival rides, competitive exhibits and of course the Fair food! So much to see, smell, taste and do! We look forward to seeing our community out at this year's Big Fresno Fair, which runs October 4 - 15."



When Christina is not at the Fair, you can find her with family and friends enjoying time together and motorcycle rides with her husband Ruben. They are parents to daughters Stephanie Estrada, Melissa Llamas and Jennifer Johnson, and son Isiah Estrada - along with four grandchildren!