

# COW PALACE

**\*FOR IMMEDIATE RELEASE\***

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## **THE COW PALACE ARENA AND EVENT CENTER IS HONORED TO BE THE RECIPIENT OF 6 PRESTIGIOUS AWARDS AT THE 2020 WESTERN FAIRS ASSOCIATION ANNUAL CONVENTION**

**Daly City, CA, January 31, 2020** – Earlier this month, the Cow Palace Arena and Event Center, synonymous with the Grand National Livestock Expo, Horse Show and Rodeo, won 6 awards at Western Fairs Association’s (WFA) 97<sup>TH</sup> Convention and Trade Show, where more than 1,200 fair CEOs, directors, staff and fair-related professionals from roughly 125 fairs throughout the Western United States attended to celebrate the accomplishments of 2019. These Achievement Awards recognize the best practices by fairs in a variety of categories from creative advertising to Community Involvement; this year, some of the Cow Palace’s first place finishes included our Agricultural Programming, Digital Marketing and Social Media Campaigns.

“I am so proud of the Team of people that work so hard to put on this Grand Event,” said Lori Marshall, CEO of the Cow Palace Arena and Event Center. “We are honored to be recognized by the Western Fairs Association and its members for our agricultural programming and marketing efforts. It is great to be able to share ideas and continue to improve our Grand National Rodeo – we are working hard to make our 2020 Grand National Rodeo even better than last year!”

Below is a complete list of WFA Achievement awards received by the Cow Palace Arena and Event Center:

### **First-Place Awards:**

- Social Media Campaign – showcasing vendors and “Cow-nt” down clock on Facebook, Instagram and Twitter.
- Digital Marketing Campaign – “Know Before You Rodeo” campaign, various nightly promotions on Facebook, Instagram, Twitter and bi-weekly eblasts (First Responder Fridays, Cattleman’s Day, Tough Enough to Wear Pink Night, Military Appreciation Night).
- Agricultural Programming – Collaborated with Pacific Animal Productions to help educate our guests about alternative and sustainable agriculture with a larger than life “rodeo-bug,” and bug tasting experience!

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## Second-Place Awards:

- Outdoor Advertising Campaign – 14' X 48' Billboard display that ranged from San Jose to Walnut Creek (starting in September).
- New Event, Exhibit or Program – Collaborated with Pacific Animal Productions to bridge the gap between traditional and trendy sources of protein (bugs).

## Third-Place Awards:

- Television Campaign – Grand National Rodeo advertisement

The Cow Palace Arena and Event Center competed against other fairs of its size. The Western Fairs Association (WFA), a non-profit trade association that serves the fair industry within the western United States and Canada, offers the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with other fairs.

## About the Cow Palace Arena and Event Center:

The Cow Palace Arena and Event Center, synonymous with the Grand National Livestock Expo, Horse Show and Rodeo, was built in 1941 and represents the 1-A District Agricultural Association. With concerts, championships, conventions and cows, anyone who has passed through the Cow Palace's doors knows it is more than just a one event wonder. Countless individuals flock to the Cow Palace each year and despite the variety of entertainment, expos and tradeshows, the Cow Palace always returns to its western roots when the boots hit the dirt for the Grand National Livestock Expo, Horse Show and Rodeo. The 2020 Grand National Rodeo will take place **October 9<sup>TH</sup> & 10<sup>TH</sup>** and **October 16<sup>TH</sup> & 17<sup>TH</sup>** – yeehaw!

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