



Quick Story Ideas

There are so many great stories to tell both in advance of and during the 2023 Big Fresno Fair! Here's a guide of the biggest stories known today. The Communications Team will be sure to update you on new and exciting stories throughout the Fair!

FAIR SAVINGS

- **Save Mart & FoodMaxx Pre-Sale (9/6 – 10/15)**
Purchase your tickets at participating Save Mart or FoodMaxx stores and save BIG! From September 6 – October 15, get \$2 off Fair Admission ticket prices (all ages) and up to \$7 off an Unlimited Carnival Ride Wristband (regular price \$35 Mon – Thurs; \$40 Fri – Sun). For a full list of participating stores and locations, [click here](#).
- **O'Reilly Auto Parts Season Pass (9/6 – 10/15)**
Get your Season Passes at participating O'Reilly Auto Parts stores for just \$40! That's an \$8 discount and without a doubt the best deal available! Redeem your O'Reilly proof of purchase receipt at the Fair Administration Ticket Box Office to pick up your Season Pass. Then you can visit the Fair as many days as you would like! **NOTE:** A photo ID is required for use of Season Pass; Season Pass good for one person only during the 2023 Big Fresno Fair.
- **"Pint for a Pass" Blood Drive (8/29 – 10/14)**
Do you know your blood type? Want to help save a life? Then donate at the 13th Annual "Pint for a Pass" Blood Drive! You can find out your blood type and help save a life right here in our community, plus get a "Buy One, Get One Free" admission ticket voucher good for the 2023 Big Fresno Fair by donating blood at any Central California Blood Center donor center or mobile unit from August 29 through October 14! Then redeem the BOGO offer online or at the Fair Administration Box Office. PLUS, everyone who donates blood is entered to win a FREE pair of concert or reserved seat horse racing tickets and Fair admission! Winners will be chosen at random throughout the "Pint for a Pass" Blood Drive.
- **Seniors' Day (10/9)**
Seniors 62 and BETTER are able to enjoy the Fair for free 10 a.m. – 1 p.m., along with special Seniors' Expo throughout the grounds! After 1 p.m., cost of Senior Admission goes up to \$4.
- **Special Interest Day (10/9)**
Admission is FREE to persons with disabilities plus their chaperone from 10 a.m. – 1 p.m. After 1 p.m., price for persons with disabilities and their chaperones goes up to \$4 each.
- **\$2 "Fans & Followers" Happy Hour Entry (10/10)**
Save BIG on Fair entry just by connecting with us on social media! Connect and follow us on Twitter, Facebook, Instagram and TikTok to get into the Fair for just \$2 from 4 p.m. – 7 p.m. on Tuesday, October 10. A special barcode will be posted the day before on the Fair's social media channels; show it at the gate during that timeframe and pay only \$2 to get into the Fair!



- **Sun-Maid Kids' Day (10/11)**

It's Sun-Maid Kids' Day on Wednesday, October 11 which means admission to the Fair is FREE for kids 12 and under with a paid adult admission on this day only. Remember, children 5 and under are always free. **NOTE:** Carnival Rides are regular price on this day.

SPECIAL EVENTS

- **12th Annual 4.0 & Above Program presented by Valley Children's Healthcare, EECU, Toyota and iHeart Media (10/4)**

All Fresno County 8 - 12 grade students with a 4.0 or higher GPA as of June 2023 will be eligible for this amazing scholastic rewards program with a variety of prizes! Everyone has the chance to compete for scholarships and other great prizes, while 9th - 12th graders will also have the chance to win a brand-new Toyota Corolla! The 4.0 & Above Program Rally and Drawing takes place on Wednesday, October 4 at 6:30 p.m. in the Brian I. Tatarian Grandstand! Definitely a "must-cover" event!

- **12th Annual Big Band Review presented by Valley Children's Healthcare, EECU, Toyota and iHeart Media (10/5)**

High School & Jr. High Marching Bands compete for \$20,000 in prizes from 2 p.m. to 6 p.m.! Takes place in the Brian I. Tatarian Grandstand.

- **Beer & Wine Fest (10/7)**

The Annual Beer & Wine Fest is back on Saturday, October 7 from 2 p.m. until 6 p.m. From inside the horse racing track, sip on beer and wine from over 20 breweries and wineries, enjoy music, food trucks, lawn games and of course, wager on horse races! Tickets cost \$25 and then it's \$5 for Designated Drivers. Attendees must be 21 or older.

- **Jr. Livestock Auctions (10/7 & 10/14)**

This annual competition is the culmination of a year's worth of work for agriculture students who select, purchase, feed and groom their animal projects to be judged, graded and sold at the Fair.

- **Derby Dog Dash (10/14)**

Watch small but speedy dogs race to the finish line! The Annual Derby Dog Dash is on Saturday, October 14, in between horse races, when participants will race for cash prizes and, of course, bragging rights.

- **Gran Jaripeo (10/14)**

After all the excitement of live racing is done, the Brian I. Tatarian Grandstand will make way for a tradition at the Fair - the Gran Jaripeo! Tickets are available online, at the Fair Box Office or at the Gate.

- **Bulldog Stakes Race (10/15)**

Join the tradition and wear red to the horse races for your chance to win cash prizes and honor our hometown Fresno State Bulldogs on Sunday, October 15!

- **City Horse Race Days (10/6 - 10/9 and 10/13 - 10/15)**

Officials from each of the 15 Fresno County incorporated cities will join us for their special day at the horse races and will even get to take their photo with the winning horse and jockey!



FAIR FOOD NEWS

New Food to Try at the Fair!

- Fair-time Fudge – Dipped Bananas & Dipped Cheesecake
- JLQ Agua Fresca (Outside) – Special Boba Drink to be announced!
- JLQ Agua Fresca (inside Agriculture Building) – Stuffed Oreo Waffle-wich
- Chicken Charlie's – Fried S'more on a Stick & Hot Cheetos Potstickers
- Timbo's – Chamoy Pickles (Sweet or Sweet and Spicy)

Returning Fair Favorites:

- Famous Dole Whip, Dole Float and Frozen Banana's **from Ryan's Dole Whip**
- Tri-Tip, BBQ Beef and Smoked Turkey Legs and more from **Big Bubba's Bad BBQ**
- Delicious Deep-Fried creations like Oreos, Twinkies, Frog Legs and more; plus some of his healthier menu options like Maui Pineapple Bowls, Kabobs and more from **Chicken Charlie's**
- Warm and delicious Cinnamon Rolls from **Country Fair Cinnamon Rolls** three stands
- Fish Ceviche, Shrimp Cocktail, Chili Relleno Burrito and more from **Pepe's Mariscos**
- Multi-flavored Licorice Ropes from **Fair-time Licorice Ropes** in the Industry Commerce Building

FAIR ENTERTAINMENT THROUGHOUT GROUNDS

Carnival Rides | Enjoy a ride on the Century Wheel, Grand Carousel and all of your other midway favorites!

Live Performers on Grounds | Stop, watch and interact with our ground performer throughout the Fair! Here's the scoop on what you can see!

- **Balloonacy** - Balloonacy's very own Balloon Guy, Dennis Forel, is considered America's foremost single-balloon specialist. Forel has a repertoire of over 100 different balloon animals. Dennis has performed throughout the Western United States, Mexico and Japan. He is a member and performer at the Magic Castle in Hollywood. He is also a member of the Western Fairs Association.
www.balloonacy.com
FACEBOOK - www.facebook.com/DennisForel/
INSTAGRAM - www.instagram.com/DennisForel/
- **NEW Chef Ray Presents**
Produce artist and chef!!! Worker of magic from the Earth's bounty!! www.chefgarnish.net
- **NEW Flippenout Extreme Trampoline**
Flippenout extreme trampoline features North America's top trampolinists providing heart-pounding entertainment. Olympic-type routines, skis, snowboards, tramp wall, and giant stunts are all part of the shows! www.flippenout.com
INSTAGRAM - www.instagram.com/flippenout_trampoline/
- **Jack Spareribs Shipwreck Show**
Swashbuckling, rib-tickling, magical fun! Featuring Maynard, the Talking Monkey and the world's worst pirate jokes. www.jackspareribs.com
INSTAGRAM - www.instagram.com/jackspareribs/



- **Lanky the Clown**
Lanky and Sherriff Shorty are energetic, talented and colorful clowns. Over 40 years of clowning experience and a large variety of venues make these clowns awesome entertainers.
www.clownone.com
INSTAGRAM - www.instagram.com/lankyclown/
- **NEW Mango and Dango's Flying Umbrella Ship**
The Adventures of the Flying Umbrella Ship is an energizing spectacle of wonder and amazement! Experience stilt walkers like you have never seen before as they ride their unique contraption (The Flying Umbrella Ship) through the fair. www.mangoanddango.com
FACEBOOK - www.facebook.com/MangoandDango/
INSTAGRAM - www.instagram.com/mangoanddango/?hl=en
- **MickeyO Magical Clown**
Brace yourselves for a show like no other! MickeyO's funny, fantastically talented and filled with top tricks, juggling, unicycling, and magical movements that create pure laughs and amazement for ALL. MickeyO is The Third Greatest Clown in the World! www.Mickeyo.com
FACEBOOK - <https://www.facebook.com/mickey.oconnor.18>
- **Roberto the Magnificent**
Roberto the Magnificent's show combines interactive comedy with amazing stunts for audiences of all ages. As fast as his pins fly, his one liners fly even faster! www.leapfrog-entertainment.com/project/roberto-the-magnificent/
FACEBOOK - www.facebook.com/profile.php?id=100061913931149
- **Salsa Steel Drum Band**
Climb on board and take that Caribbean cruise with the rhythms of Salsa Steel! Island, Latin, Jazz, Reggae, Oldies, kids songs, Jimmy Buffett/Bob Marley, this popular steel drum band plays it all. Salsa Steel worked with the original Trinidad Steel Drum Band and performed for celebrities and dignitaries from around the world. "Our mission is to spread the joy of steelpan drum music across the nation." www.musicforfairs.com
FACEBOOK - www.facebook.com/salsasteel
INSTAGRAM - www.instagram.com/billandstephanie/
TWITTER - www.twitter.com/salsasteel
YOUTUBE - www.youtube.com/channel/UChJIns-8MA96YZ-kCwj5fPA
- **Silly Circus Show**
Join Bri Crabtree on a silly circus adventure! Bri will captivate the audience with her fusion of circus, vaudeville, and silliness. The show features juggling, magic, unicycling, illusion, and physical comedy. Objects come to life, logic is turned upside-down, and curiosity prevails. Bri's outrageous comedy keeps kids giggling long after the show is over. www.sillycircusshow.com
FACEBOOK - www.facebook.com/Silly_circus_show/
INSTAGRAM - www.instagram.com/SillyCircusShow/
TIKTOK - www.tiktok.com/@Sillycircusshow
- **NEW Singing Puppet Palace**
The Singing Puppet Palace is sure to delight fairgoers with their fun songs, goofy tunes, and delightful harmonies. From Rock and roll to bluegrass to old classics and folk tunes, this trio of Man and Puppets will serenade and entertain audiences of all ages. www.leapfrog-entertainment.com/project/bill-robison/



Stilt Circus

- Stilt Circus is a three-time award-winning company known for its detailed handmade costumes and whimsical characters. Audiences are delighted and enthralled by our captivating, strolling ambient entertainment through pantomime, playful gestures, prop manipulations, and guest interaction.
www.stiltcircus.com
FACEBOOK - www.facebook.com/stiltcircus
INSTAGRAM - www.instagram.com/stiltcircus/?hl=en
TWITTER - www.twitter.com/StiltCircus
YOUTUBE - www.youtube.com/channel/UCNv3TF7MME1FpfgoXpGkr2Q
- **Tanzanite African Acrobats**
A unique cultural experience from Africa. High energy acrobatics mingled with live music and dance. Witness spectacular choreographed routines involving fast pyramid building, limbo, contortion, bottle balancing, chair stacks and hand balancing all set to African beats.
www.capitolint.com/Fairs/tanzanite/tanzanite
- **The Magic of Louie Foxx**
- Louie Foxx's interactive magic and comedy show will leave you gasping in amazement and rolling with laughter! www.LouieFoxx.com
FACEBOOK - www.facebook.com/louiefoxxshow
INSTAGRAM - www.instagram.com/louiefoxx
TIKTOK - www.tiktok.com/@louiefoxx
- **The Throw Zone with Jeremiah Johnston**
Jeremiah's award-winning juggling talents and cutting-edge light show will captivate and dazzle you with spectacular tricks and visuals. His thrilling and illuminating juggling act is an experience the whole family will love. www.thethrowzone.com
FACEBOOK - www.facebook.com/thethrowzone/
INSTAGRAM - www.instagram.com/thethrowzone/
TIKTOK - www.tiktok.com/@thethrowzone
YOUTUBE - www.youtube.com/c/TheThrowZone
- **UniCorn**
Roberto the Magnificent is one of the most entertaining and sought-after strolling acts in the country. His interactive display of different characters on a 6-foot unicycle is guaranteed to create smiles and laughter everywhere he goes. With over 10 different whacky personalities on his unicycle, he likes to refer to his presentation as 'Wheelie Fun Entertainment'. www.leapfrog-entertainment.com/project/roberto-the-magnificent/
FACEBOOK - www.facebook.com/profile.php?id=100061913931149
- **Wagon of Whimsy**
Meet Cooper Hennings, and the Wagon of Whimsy. Your rolling fair aficionado! Impromptu stops offer guests a one-of-a-kind experience that includes balloon animals, magic tricks, trivia, and team games. Twenty programmable buttons on the wagon are customizable to highlight your sponsors or the daily events! With over twenty years of family-centric entertainment experience, Coop will transform your guests' experience from wide-eyed wandering to excited exploration. www.leapfrog-entertainment.com/project/wagon-of-whimsy/



Live Music Featured on the 5 Free Stages |

Sports Stories

- NEW Flippenout Extreme Trampoline – see these athlete do Olympic-level extreme tricks for your entertainment at this daily free show by the Pop! Culture Experience Building
- Rock Climbing Wall on the grass area on the east side of the Pavilion Stage!
- Get the inside scoop on horse racing from the Jockeys and Trainers to Owners, plus tips on how to wager from the Handicapper Help Booth.
- Miller Lite Starter's Sports Bar – perfect place for sports enthusiasts to catch their favorite teams playing while enjoying the excitement of live horse racing.
- Derby Dog Dash – Small Dog Races on Saturday, October 14 in the Brian I. Tatarian Grandstand.
- Bulldog Stakes Race – October 15th; close out the Fair with the Bulldog Stakes Race – wear red to support our Top 25 Fresno State Bulldogs and have a chance to win at the races!

Educational & Philanthropic Programs

- 4.0 & Above Program presented by Valley Children's Healthcare, EECU, Toyota, Office of the Fresno County Superintendent of Schools, iHeart Media and Friends of the Big Fresno Fair rewards high achieving 8th – 12th grade students with a chance to win a new Toyota Corolla, scholarships and prizes
- Big Band Review presented by Valley Children's Healthcare, EECU, Toyota and iHeart Media

Big Fresno Fair Attractions

- **NEW Flippenout Extreme Trampoline**
 - Flying high in the sky is what these group of athletes are all about! Don't miss the world class athletes of Flippenout perform extreme trampoline tricks featuring twisting triple flips, complex acrobatic routines, cirque-style action plus so much more! They've performed worldwide for various NFL, NBA, NHL and college sports teams, as well as shows such as the David Letterman Show plus so much more!
- **Kids' Town RETURNS with the hands-on Wild Science Exhibit!**
 - Take an excursion into the wild and amazing world of science through a plethora of highly interactive, fun, and visually captivating displays and activities. Journeying through Wild Science!, families, adults, and children can experience the mysterious and entertaining aspects of science and technology in a fun and casual environment. Learning occurs through hands-on interaction, along with supporting signage. Play with captured lightning and learn about electricity and which gases will change the lightning's color! In our Maker's Faire area, boys and girls of all ages use their imagination to create all kinds of contraptions. Kids and adults alike will have fun in the Jumbo Bubble Making Arena, where you might even trap a friend inside a bubble. Enjoy a collection of puzzles and brainteasers in our Can You Do It! area that is sure to draw the old and young. Get hands-on with the What Did You Make? area where you can build whatever you can imagine using jumbo foam or wood blocks and magnetos. Or try out our Etch Panel where you can trace the Wild Science! logo onto a sheet of paper and color it however you like. It could take as little as ten seconds or maybe as long as five minutes for the more creatively minded individual.
- **Lorikeets Encounter**

Stroll through the open aviary as these beautiful parrots fly overhead in their open-air exhibit and you even have the chance to feed them! You'll find the Lorikeet Encounter inside The Greenhouse, so be sure to stop by on your trip to the 2023 Big Fresno Fair!
- **Livin' Local Marketplace**
- **Pop! Culture Experience Featuring The Showdown Gaming** (located in the Armory)



- This building continues to grow in popularity! This year – all gaming will be FREE to our Fairgoers, with the exception being the two weekend tournaments gamers can enter. Plus, Fresno State eSports team will be out giving gaming demos. PLUS – we will have special visits from cosplay characters – we will provide that information soon!
- All-Alaskan Pig Races
- Iron Mountain
 - Experience the beauty of medal art in this area by the Pavilion! Incredible metal art from local artists and others from around the state!
- Big Fresno Fair Tractor Tree (featured in *Ripley's Believe It Or Not!*)
- Table Mountain Rancheria Park:
 - The Big Fresno Fair Old School House; Fort Fresno; Miners' Town with gold panning; Pirate Ship; Farmer's Market; Dairyville USA; Catfish Falls
- Livestock Pavilion
 - Baby Boom Area

Special Services

Mommy Zone presented by Valley Children's Healthcare

Found Children's Center presented by Valley Children's Healthcare