



## **Big Fresno Fair Hot Spots** **Your Guide to the Best Hang Out Places at the 2023 Big Fresno Fair!**

### **Pop! Culture Experience Featuring The Showdown and Virtual Reality**

The Fair has partnered with Blue Shell Gaming once again to bring a one-of-a-kind experience to the Fair with the Pop! Culture Experience building, which was first debuted in 2021. This Comic-Con style building will feature a variety of new and returning vendors, plus retro and new gen video gaming, eSports tournament play, and cosplay characters for Fairgoers to meet! You can see a line-up and schedule of [gaming celebrities and cosplay characters here](#). Fighterz Academy game design will also be part of the Pop! Culture Experience, Fairgoers will be able to experience new technologies in game creation, virtual reality, streaming and tournament play. Made possible by The Big Fresno Fair, Blue Shell Gaming, Xfinity and S.T.E.A.M. Station. Admission and gaming in the building are free. Tournament entry cost is \$10 per game. Tournaments will be played both weekends!

**Livin' Local Marketplace** | Local vendors can showcase their locally grown products and handcrafted items to over 600,000 Fairgoers in the former Gem & Minerals building! This attraction will feature locally produced products from food to clothing, jewelry and more!

**Mexican Heritage Patio** | Situated between the two Museums is the new Mexican Heritage Patio – an area for Fairgoers to gather, enjoy some incredible artwork (a 100 ft. mural and metal eagle with a 30 ft. wingspan!) honoring the Mexican community right here in Fresno County. There will be an area to sit and relax while enjoying music on the stage.

**Craft Brew Court** | The Craft Brew Court, located just north of the Agriculture Building, features 12 rotating handles with various craft beers; a perfect place at the Fair for those craft beer fans out there!

**Pacifico Yosemite Station** | Located between the Commerce and Agriculture buildings, this area provides live music and a perfect shady retreat to relax and enjoy your Fair food. At the entrance is a beautiful three-dimensional replica of Half Dome. Just inside are incredible murals that depict the marveled waterfalls, granite cliffs, clear streams and beautiful meadows of Yosemite Valley. All of this beauty surrounds you plus great entertainment on the Pacifico Yosemite Station Stage!

**Save Mart Beer & Wine Garden** | Pull up a chair and unwind in the Save Mart Beer & Wine Garden, located southeast of the Paul Paul Theater. As one of the most popular places on grounds, the Save Mart Beer & Wine Garden features local and regional wines, wine slushies, craft beer and daily live entertainment! Did we mention the flooring is made of recycled California tires? It is and is VERY comfy for those feet that have been walking all over the Fairgrounds!

**O'Reilly Auto Parts Pavilion Stage** | There is always something fun and thrilling happening on the O'Reilly Auto Parts Pavilion Stage, located in the Fresno County Sesquicentennial Park. From local community performers to incredible cover bands and the ever popular hypnotist shows...there's entertainment for everyone!

**Table Mountain Rancheria Park** | Let your imagination run wild at the Table Mountain Rancheria Park with its nine whimsical attractions! The Park is a kid's (and parent's) dream – essentially, it's an



amusement park right in the middle of the Fairgrounds that is all free to enjoy with your paid Fair admission! Give your little ones a chance to experience this magical place that features a pirate ship, waterfall, an area to fish, slides, a bridge and so much more! The Table Mountain Rancheria Park is home to the Tractor Tree, which was featured in *Ripley's Believe It Or Not!*

**Luxury Deck** | Watch live horse racing, presented by Table Mountain Casino and Coors Light, from some of the best seats in the Brian I. Tatarian Grandstand. Seated just above the paddock on the second floor of the Grandstand, the Luxury Deck offers the best views, exclusive wagering areas, shaded tables, a private bar and plenty of great food.

**Infield Party Tent** | One of the newer hot spots at the 2023 Big Fresno Fair, the Infield Party Tent is the location of second annual Beer & Wine Fest (10/7)! You can also host a party at the Fair here, whether it's for your company or with a group of friends the Infield Party Tent definitely ensures you are seen at the races and boasts one of the most exclusive views of the live horse racing action!