



New Attractions at the Fair! eSports Return; Plus New Spots Dedicated to Local, a BMX Bike Stunt Show and more!

Pop! Culture Experience Featuring The Showdown – eSports & Video Games

The Big Fresno Fair has partnered with Blue Shell Gaming once again to bring a one-of-a-kind experience to the Fair! This time, it's taken over an entire building! The new Pop! Culture Experience Featuring The Showdown will be a Comic-Con style building with vendors, a gaming museum, Virtual Reality stations, retro and new gen video gaming, including Mario Kart LIVE and eSports competitions. There will be two eSports tournaments both weekends of the Fair – Super Smash Bros. and FIFA 21. Plus a space for parents to lounge and also learn a little bit more about gaming. This building is made possible by The Big Fresno Fair, Blue Shell Gaming, Fresno Fuego and Xfinity. Admission into the building is free. Cost for video game and eSports access is \$5 per hour or \$20 for entire day. Special “Gamer Passes” are available for \$99* and lets you play all day long for all 12 days of the Fair.

** Cost of Fair admission not included in price. Fair admission must be purchased separately.*

Food Truck Alley | A special spot for the Valley's much-loved local food trucks has been created! The NEW Food Truck Alley will feature different local food trucks each day of the Fair! This new area – located on the south end of the Fairgrounds by the Butler Gate – features shaded seating, free entertainment and plenty of delicious local food! Food trucks will rotate during the Fair; a schedule will be posted on the Fair's website here: www.fresnofair.com/p/things-to-do/food-truck-alley

Livein' Local Marketplace | Shop local at the Fair! The NEW Livein' Local Marketplace will feature products from local businesses; products range from food to clothing, jewelry and more! There will be daily demonstrations too! Make sure to add this new building to your must-go-to list and shop local!

BMX Bike Stunt Show | Watch the BMX PROS Trick Team perform jaw-dropping stunts both in the air and on the ground! Sure to excite the crowds, these talented performers will attempt to reach the sky using huge ramps and turns. Plus, don't miss the grand finale as riders defy gravity with 360 degree turns midair! Meanwhile, young spectators will be reminded about the importance of safety gear while learning tricks of their own. Check the Events Calendar for show time details:
www.fresnofair.com/events

Fresno County Historical Museum | The neon signs located around the Paul Paul Theater have a story to tell of the lively city that Fresno once was and still is. Newly added to the collection of vintage signs are the Foster's Freeze, Castillo's, Pontiac and Vista Pharmacy Drug Sign. Additionally, inside the Museum's Community Cultural Center is the newly expanded Italian exhibit, one of the most comprehensive exhibits in the Western US dedicated to the Italian culture. Featuring a replica of Tuscan architecture, this exhibit has four interactive touch screen displays to explore more about the culture and its traditions beneath a beautiful rendition of the Sistine Chapel on the ceiling. New this year, the Museum will debut new handheld voice-activated tours.

New 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 learn more about the Mexican community right here in Fresno County. There will be an area to sit and relax while enjoying music on the stage, which displays a metal eagle soaring above with an impressive 30 ft. wingspan.