



New & Expanded Attractions at the Fair! eSports and Food Trucks Return; Plus New Extreme Pogo Stick Show, Camel Rides & More!

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

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 Comin-Con style building will feature a variety of vendors, plus retro and new gen video gaming, tournament play, and cosplay characters for Fairgoers to meet! You can see a line-up and schedule of [gaming celebrities and cosplay characters here](#). The Parents' Lounge has expanded to provide a larger, more comfortable area for parents to relax while their kids enjoy the building. Force Factory and Makers Academy will also be part of the Pop! Culture Experience, both vendors encourage creativity and engineering; the later vendor has kits developed and produced by K-12 students. Made possible by The Big Fresno Fair, Blue Shell Gaming, Blue Shell eSports and WhatNot. Admission into the building is free. Cost for video game and eSports access is \$5 per hour or \$20 for entire day. Cost for arcade area, that gives you access to all of it is \$10. Tournament entry cost is \$10 per game, plus a \$10 venue fee. * *Cost of Fair admission not included in price. Fair admission must be purchased separately.*

Food Truck Alley Returns | A special spot for the Valley's much-loved local food trucks is returning after a successful debut in 2021! The Food Truck Alley will feature a rotating list of the most popular local food trucks each day of the Fair! Located on the south end of the Fairgrounds by the Butler Gate, Food Truck Alley has a shaded seating area, plus a stage for a variety of free entertainment. Once finalized, the Food Truck schedule will be posted here: www.fresnofair.com/foodtruckalley.

Livin' Local Marketplace – Back and Even Bigger! | After a successful debut in 2021, the popular Livin' Local Marketplace is back with even more local businesses and products featured! Ranging from food to clothing, and jewelry to candles and art, plus much more – the Livin' Local Marketplace is the perfect spot to shop local and support the Valley's small businesses! There will also be daily demonstrations; a schedule along with complete vendor list will be posted here: www.FresnoFair.com/livinlocal.

NEW Xpogo Stunt Team | The Xpogo Stunt Team is the world's best extreme pogo demo crew. Featuring Pro Athletes flying over 10 feet in the air on extreme pogo sticks, throwing down flips and incredible tricks, the Xpogo Stunt Team will leave you amazed as they push past the limits of gravity and do the impossible on a pogo stick. The Xpogo Stunt team has headlined in 19 countries, appeared in numerous TV shows, music videos, commercials, movies and collectively hold 18 current Guinness World Records. Check the Events Calendar for show time details: www.fresnofair.com/events

NEW Camel Rides | An experience you won't forget! Don't miss the chance to ride one of these gentle giants and even pose for a photo! Camel Rides provide a fun activity for adults and kids alike!

NEW Tanzanite African Acrobats | Witness spectacularly choreographed routines involving fast pyramid building, limbo, contortion, bottle balancing, chair stacks and hand balancing all set to African beats. You won't want to miss these incredible performances on the Pavilion Stage.



NEW Pedal Pullers | Super-modified, high-performance, ground-shaking pedal tractors. What more could a child ask for? This new attraction is modeled after the popular monster tractor pullers with giant horse-powered engines – except here, the kids are the engine powering these tractor pullers! For kids ages 4–12, Pedal Pullers start at pulling 75 lbs. and then it goes up from there! A great entertaining family attraction located in front of the new Home & Hobby building by Butler Avenue Gate entrance.

Fresno County Historical Museum | This treasure of Fresno County history has now gone online! The new video tours of the entire Fresno County Historical Museum, along with a detailed breakdown of the Italian Heritage Museum Exhibit will debut before the 2022 Big Fresno Fair thanks to a grant from the Isnardi Foundation. While experiencing the Museum in person is always best, these video tours expand the reach of the incredible history housed within the 14,000 sq. ft. Museum to people throughout the state, nation and world – bringing Fresno County’s history worldwide. Also, in the Community Cultural Center a new interactive Russian–German exhibit will debut – along with the newly created Art Gallery, which is showcasing the masterpieces of world-famous, local Armenian artist, Varaz Samuelian. Additionally, there are three new iconic signs around the perimeter of the Paul Paul Theater which are Fat Jack’s, Fresno Bee and Luigi’s Restaurant, plus a custom art piece dedicated to the late John Lawson, honoring his legacy and his love of cars and racing was added to the Eddie’s Speed Shop sign.