



## The Fresno County Historical Museum A Look At All Aspects Of Fresno County's Rich History

An expansion of the award-winning Big Fresno Fair Museum, the Fresno County Historical Museum debuted in 2015, showcasing the broader history of Fresno County and providing a place for future generations to learn about the rich and diverse history of Fresno County. One of the biggest capital improvements projects in the last decade at the Fairgrounds, the \$3.2 million, 14,000 sq. ft. two-story building showcases everything from public safety and military to agricultural and racing history, plus a celebration of the cultures that make Fresno County so unique and much more!

The Fresno County Historical Museum is open daily until 8:00 p.m. New this year, the Museum will debut new handheld voice-activated tours.

**New Exhibits for the 2021 Big Fresno Fair** | 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.

**Tractor Tree** | While not technically located in the Museum, the Tractor Tree is part of the Fair's mission to tell the history of Fresno County and not one thing outside of California's waterways has transformed the region and agriculture quite like the evolution of tractors. The 32 ft. tall "Tractor Tree" features 23 various size tractors welded to a metal frame to create a "tree" that looks incredible and has an educational component with storyboards telling the evolution in farming in the Valley from early mule pulled plows to the modern-day tractor, accompanied by an educational video. This incredible exhibit is featured in the Fall 2019 edition of *Ripley's Believe It Or Not!*

These new elements join a rich history on display in the award-winning Fresno County Historical Museum, which received a Merrill Award in 2016; the top honor in the fair industry.

"History matters. Education matters. And it is our responsibility to not only preserve and protect Fresno County's rich history, but showcase it at the largest annual event in the Valley and a year-round venue for the public to enjoy and learn from," said John C. Alkire, CEO of The Friends of The Big Fresno Fair, the Fair's non-profit foundation. "Fresno has a lot to be proud of and we need to tell and preserve its stories. The Fresno County Historical Museum gives us a platform to do so, but it will only be as good as the community wants it to be, so we need their continued help."

To support The Big Fresno Fair Museum, please contact Lauri King at [lking@fresnofair.com](mailto:lking@fresnofair.com). Your donation is tax deductible through the Fair's non-profit Foundation, Friends of the Big Fresno Fair.