



## MEDIA ALERT

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### THE 2021 BIG FRESNO FAIR KICKS OFF WITH OPENING CEREMONIES WEDNESDAY, OCTOBER 6 AT 3 P.M.

**WHAT:** On behalf of The Big Fresno Fair Board of Directors, Fair Management and Staff, we invite you to join us tomorrow at this year's Opening Ceremonies on Wednesday, October 6 to officially kick-off the 2021 Big Fresno Fair as it returns to an in-person event! The Big Fresno Fair is the 4<sup>th</sup> largest fair in the State of California and is the largest annual event in the region, showcasing the best in Fresno County for the more than 600,000 Fairgoers.

**WHEN:** Wednesday, October 6 at 3 p.m.

**WHERE:** Inside the Save Mart Beer + Wine Garden  
The Big Fresno Fair  
1121 South Chance Avenue, Fresno, California 93702  
*All media is asked to please park in media designated lots.*

#### SCHEDULE OF EVENTS:

- **2:30 p.m.** Salsa Steel Drum Band to perform, one of this year's featured grounds entertainers
- **3:00 p.m.** Opening Ceremonies will begin at 3 p.m. inside the Save Mart Beer & Wine Garden. The McLane High School ROTC will perform an official flag presentation, followed by Rhonda Grove singing the National Anthem.

The Opening Ceremonies will be emceed by Ryan Jacobsen, CEO, Fresno County Farm Bureau and feature the following guest speakers and special presentations:

- Fresno County Board of Supervisors, Chairman Steve Brandau
  - City of Fresno, Mayor Jerry Dyer
  - City of Fresno, Councilmember Luis Chavez
  - Big Fresno Fair Board, President Jerry Pacheco
    - Special Presentation Honoring Retired Fair CEO, John C. Alkire
  - Friends of the Big Fresno Fair Board, President Brian Tatarian
  - Stacy Rianda, Deputy Manager II, The Big Fresno Fair
    - Presentation of the Community Champion Honorees
      - 2020 Honorees: Karen Loomis & Virginia Colvin
      - 2021 Honoree: Michael Giovannetti
  - Lauri King, Deputy Manager II, The Big Fresno Fair
    - Presentation of Hall of Fame Inductees
      - 2020 Inductees: Donald "Donny" Rollin; Jim and Debbie Christian; John Hoyt
      - 2021 Inductees: Debbie Jacobsen; Mike and Larry King; Supervisor Sal Quintero; The Amendola Family
- **4:15 p.m.** Opening Ceremonies Concludes

