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THE BIG FRESNO FAIR TAKES HOME 25 AWARDS AT THIS YEAR'S WESTERN FAIRS ASSOCIATION'S ANNUAL CONVENTION

FRESNO, CALIFORNIA, January 24, 2024...The Big Fresno Fair took home an outstanding 25 awards at the Western Fairs Association's (WFA) 101st Annual Convention & Trade Show held in Anaheim, California January 3-6, 2024, where fair CEOs, directors, staff, delegates and fair-related professionals from roughly 125 fairs throughout the Western United States attended to celebrate the greatest accomplishments of 2023. These Achievement Awards recognize the best practices by fairs in a variety of categories, from digital marketing to non-profit partnerships. This year, some of The Big Fresno Fair's first-place finishes included the Livin' Local Marketplace showcasing local small businesses, the "Love Your Fairgrounds Day" drawing in 4-H and FFA groups to prepare the livestock barns for Fair-time and the Fowler Community Display in the Agriculture building, plus many others!

"To have our team and all of their hard work recognized at these industry awards, it just makes me so proud," said Christina Estrada, Interim CEO of The Big Fresno Fair. "From our marketing programs to exhibits at the Fair, and the images that capture special moments in time – to be recognized for this all by others in the industry, as well as be able to share ideas to continue improving not only our Fair, but all fairs for their communities is something that our team is grateful to be part of and very proud to be recognized at."

The Big Fresno Fair walked away with 16 first-place WFA Achievement Awards and nine second-place awards. See below for a complete list of awards:

First-Place Awards:

- Radio Ad – Single – *Big Fresno Fair's General Fair Savings Radio Spot*
- Radio Ad Series – *Big Fresno Fair's Fair Savings, Concert (Elle King & Midland) Radio Spots*
- Radio Ad – Single – Foreign Language – *Big Fresno Fair's Early Savings Radio Spot (Spanish)*
- Single Social Media Ad – *Snackable Sun-Maid Contest*
- Email Campaign – *General Fair Email Marketing*
- Special Event Logo – *"Picture Yourself Here" Competitive Exhibits Theme Logo*
- Small Business Encouragement & Grown – *Livin' Local Marketplace*
- Junior Livestock Auction – *"Love Your Fairgrounds Day"*
- Innovative Display Props – *Fowler Community Display*
- Give It Your Best Shot - Community Outreach & Emergency Response Venue, *American Ambulance + Young Fairgoer CPR*





- Give It Your Best Shot – Animals, *Sheep Lead Costume Contest*
- Give It Your Best Shot – Carnival, *Family Fun in the Carnival*
- Give It Your Best Shot – Exhibits, *Best in Show Cake Decorating Contest Winners*
- Give It Your Best Shot – People at the Fair, *Young Fairgoer Joyful at Lorikeet Encounter*
- Give It Your Best Shot – Commercial Vendor Booth, *Freeze Dried Candy Booth in Livin' Local Marketplace*
- Give It Your Best Shot – Concession Stand, *Milo's Corndog Stand*

Second-Place Awards:

- Overall Fair Marketing – *2023 Big Fresno Fair Marketing Campaign*
- Television Advertising Single Ad – *Big Fresno Fair's General Fair Savings TV Spot*
- Television Ad Series - *Big Fresno Fair's Early Savings, General Fair and Horse Racing TV Spots*
- Television Ad – Foreign Language – *Big Fresno Fair's Early Savings TV Spot (Spanish)*
- Fair-Time Ad Poster – *2023 Beer & Wine Fest*
- New Fair-Time Event, Exhibit or Program – *Wild Science! Exhibit in Kids' Town*
- Agricultural Programming – *Fair Education Days*
- Give It Your Best Shot - Food & Beverage, *Jalapeño Corndog with Cheese*
- Give It Your Best Shot – Entertainment & Grounds, *Magician Louie Foxx with Fairgoer*

The Big Fresno Fair competed against other top fairs of its size such as California State Fair, Orange County Fair, San Diego County Fair, Washington State Fair, LA County Fair and many others. The Western Fairs Association (WFA), a non-profit trade association that serves the fair industry within the western United States and Canada, offers the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with others fairs.

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the fourth-largest fair in the state of California and represents the 21st District Agricultural Association. Nearly 600,000 people from throughout the state visit The Big Fresno Fair each year, making it the largest annual event in the Central Valley. Members of the Board of Directors include: Terry Gonsalves, President; Gary Chahil, Vice President; Frank Flores, Secretary/Treasurer; Linda Mae Balakian Hunsucker; Jerry Pacheco; Annalisa Perea, Chuck Riojas and Lawrence Salinas. Christina Estrada heads the daily operations in her role as Interim CEO. The 2024 Big Fresno Fair runs October 2 – 14. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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