



## FOR IMMEDIATE RELEASE

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### FUN FACTS FROM THE 2023 BIG FRESNO FAIR

**Fresno, CA | October 16, 2023...**The gates have closed on another Big Fresno Fair, the largest annual event in the Central Valley. This year's 12-day event was the first with Interim CEO, Christina Estrada at the helm, and welcomed people from throughout the Valley and beyond, featured hundreds of vendors and exhibitors, plus a variety of attractions and entertainment! The following information has been prepared as of Monday, October 16, and includes a snapshot of interesting, fun and unique facts and statistics from the 2023 Big Fresno Fair.

#### Big Fresno Fair Social Media

- 27,802,169: The total reach from the Fair's Facebook, Twitter and Instagram during the 12 days of the 2023 Big Fresno Fair.
- The Big Fresno Fair has 94,453 fans on Facebook
- The Big Fresno Fair has 11,362 followers on Twitter
- The Big Fresno Fair has 41,821 followers on Instagram
- The Big Fresno Fair has 1,254 followers on TikTok
- The Big Fresno Fair has 1,375 followers on Snapchat

#### Free Entertainment

- 34,140 minutes of free and entertaining strolling grounds acts to enjoy!
- 20, 726 minutes of free entertainment on the five community stages!
- The new Flippenout! Extreme Trampoline show did over 8,000 jumps during their 36 shows! That's over 220 jumps per show!
- Pop! Culture Experience featuring a variety of free gaming consoles and a virtual reality station; more than 100,000 people visited this building and enjoyed the free gaming!

#### Livestock Pavilion

- 2,753 animals were exhibited at The Big Fresno Fair.
- 1,051 4-H and FFA students exhibited animals at the Fair.
- 856 animals were put up for auction at the three livestock sales (10/7 & 10/14), raising more than \$1.2 million with add-ons still coming in.
- 107 animals and 4-H/FFA students won Champion Awards.
- Had 15 lambs and 3 calves born during the run of the Fair!

#### Livin' Local Marketplace

In its 3<sup>rd</sup> year, the Livin' Local Marketplace featured 39 local small businesses and had a record \$168,000 in sales! It was great to showcase these businesses at our Fair and provide such a great financial impact to our small business owners - the youngest being 10-year-old Addison Taylor with her Ruff Around the Corner business selling dog scarves.





### **The Fair Education Program**

This amazing program provides a FREE educational field trip to the Fair for Fresno County elementary students through 8<sup>th</sup> grade students. They toured the entire Fairgrounds, visiting each exhibit building to learn about agriculture, livestock and what makes Fresno County and The Big Fresno Fair so unique.

- A total of 27,095 students, teachers and chaperones attended during the four Fair Education Program days.

### **Fine Arts & Photography**

- Had 552 Photo entries and 326 Fine Arts entries!
- Nearly 200 students from six different schools participated in this year's High School Chalk Art Competition!

### **Home Arts**

- Had a record 1,408 entries!
- 30 entries in the Arlene B. Owen Legacy Pie Contest.
- 21 entries in the Sun-Maid Snackable Contest.
- The Pie Contest and Foods Around the World Contest received the highest numbers of entries.
- Handed out a total of 97 awards!

### **Agriculture Building**

- There were 7,120 entries in the Agriculture building!
- 15 judges were utilized to judge all of the produce this year!
- The largest pumpkin on display weighed 50 lbs.!
- There were 178 different variety of grapes judged.
- It took 73 volunteers 5.5 hours to change out the produce for the 2<sup>nd</sup> week of the Fair!
- 24,000 bees were displayed as part of the Central Valley Beekeepers.

### **Floriculture (The Greenhouse)**

- Had 42 different classes and more than 50 different varieties of plants entered!
- The Senior Floriculture entries had over 865 plants, succulents, orchids, cactus and fresh cut flowered entered.
- 9 FFA and independent school groups submitted 491 entries in plants and over 100 in fresh, dry and silk arrangements.
- 16 Sweepstakes winners and 35 Best of Show Division awards were handed out.
- The American Orchid Society (AOS) had awarded 12 orchid winners at the Fair since 1995; the Fair received its 12<sup>th</sup> AOS award at this year's Fair!

### **Chicken Charlie's**

- Used 10,000 Oreo cookies
- Sold 1,000 deep-fried frog legs
- Sold more than 1,000 of the new deep-fried smores
- Sold 4,000 of the new Flaming Hot Cheetos pot stickers
- Sold 10,000 deep-fried chicken drumsticks
- Best part is - after the Fair, Chicken Charlie's donated all leftover product to the Poverello House to feed our community. This is the 6<sup>th</sup> year they've been doing this!





### **Fruit Caboose**

- Used over 400 lbs. of bananas and over 4,000 ice cream cones!

### **Fabulous Fanny's Funnel Cakes**

- Used 2,080 lbs. of fresh strawberries during this year's Fair!
- Top selling funnel cakes were:
  - #1 Strawberry
  - #2 Powdered Sugar
  - #3 Strawberry with Chocolate and Ice Cream
  - #4 Banana Split
  - #5 Oreo Cream with Ice Cream

### **Country Fair Cinnamon Rolls (all three stands)**

- 31,000 lbs. of flour were used
- 10,800 lbs. of cinnamon and sugar were used
- 6,725 lbs. of cream cheese were used
- 14,500 lbs. of butter were used
- 4,225 Cinnamon Maple Bacon Bombs were sold
- 1,600 lbs. of pecans were used
- 370 lbs. of coffee were used
- Marked 45 years of the local, family-owned and operated business!

### **Central California SPCA**

- Had a total of 20 adoptions: 15 cats and 5 dogs

Mark your calendars for the 2024 Big Fresno Fair, which will be October 2 - 14!

