



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Danielle Griffin | (559) 994-3133

TWO MORE SHOWS ANNOUNCED FOR THE 2023 BIG FRESNO FAIR TABLE MOUNTAIN CONCERT SERIES LINE-UP

Exclusive Big Fair Fan Club Pre-sale starts August 24 with Fair Admission Discount

FRESNO, CALIFORNIA, August 22, 2023...The Big Fresno Fair is excited to announce two more dynamic shows as part of the Table Mountain Concert Series in the Paul Paul Theater presented by Modelo Especial, Toyota and Valero. These new performances are: KMJ's Big Fresno Fair Kickoff Concert featuring WAR with special guests! (10/4) and Ramon Ayala and Los Trailereros Del Norte sponsored by O'Reilly Auto Parts & FoodMaxx (10/15). These shows join a line-up that already consists of: En Vogue with special guest Exposé; Carlos Mencia, Elle King; Hairball; Danny Gokey and Ryan Stevenson; Midland; The Beach Boys; The Offspring; and 2 Chainz.

These concerts will go on sale first to Big Fair Fan (BFF) Club members, the Fair's free email newsletter, as part of an **online-only** pre-sale starting on Thursday, August 24 at 10:00 a.m. and going until Sunday, August 27 at 11:59 p.m. During this time, any BFF Club member who purchases concert tickets to one of these shows can also purchase a 50% off Fair admission ticket. Discounted admission and concert ticket must be purchased in the same transaction. Tickets will then go on sale to the general public at the Fair Box Office or online Monday, August 28 at 10:00 a.m. Box Office Hours are Monday through Friday from 9:00 a.m. – 4:00 p.m.

BFF Club Members will receive a special password via email the day before the pre-sale. Know someone who isn't a part of the BFF Club, but would like to purchase their concert tickets AND receive 50% off Fair admission ahead of time? Tell them to sign up for free at www.FresnoFair.com/BFFClub.

MORE ABOUT THE NEW CONCERTS ADDED!

WAR

Monday, October 4 | Ticket Prices: \$35, \$25, \$15

Multi-platinum-selling **WAR**, the original street band, has been sharing its timeless music and message of brotherhood and harmony for 5 decades before millions across the globe. WAR has sold more than 50 million records since its formation to include ten Billboard Top 10 hits. Top 40 hits include the timeless classics "Why Can't We Be Friends," "Low Rider," "The World Is A Ghetto," "The Cisco Kid," and many more.

Fifteen of WAR's albums have achieved Gold Status in the US and many of them have gone multi-platinum, including "Eric Burdon Declares War" (1970), "Black Man's Burdon" (1971), "All Day Music" (1971), "WAR Live" (1972), "The World Is A Ghetto" (1972), "Deliver The Word" (1973), "Why Can't We Be Friends" (1975), "Greatest Hits" (1976), "Platinum Jazz" (1976), "Galaxy" (1977), "The Music Band" (1979), and "Best of WAR and More" (1986). Former President, Barack Obama, placed "All Day Music" on his 2020 summer playlist, just the latest example of WAR's influence being felt in modern times.





More recently, LA Weekly declared WAR in the top 10 concerts of 2018. The group has been honored numerous times by the City of Los Angeles for its community involvement, as well as many other communities throughout the world.

**Ramón Ayala and Los Trailereros Del Norte sponsored by O'Reilly Auto Parts & FoodMaxx
Sunday, October 15 | Ticket Prices: \$95, \$65, \$45, \$25**

Legendary Norteño musician **Ramón Ayala** has been making Norteño and Conjunto music for over 50 years. Known as the “King of the Accordion,” Ayala defined Norteño music with signature songs and definitive instrumental styles that have made him a superstar on both sides of the Rio Grande. He’s recorded over 113 albums and received four Grammy Awards. A legend of Norteño music, Ayala is one of the most recognized and best-selling artists of this genre of Mexican music, breaking many record sales along the way. Some of Ramón Ayala y Sus Bravos del Norte’s top hits include “Casa De Madera,” “Tragos Amargos,” “Trieste Recuerdos,” “Bonita Finca de Adobe” and “Mi Golandrina” to name a few!

One of the most popular acts in the norteño music genre, **Los Trailereros Del Norte** began in the '70s in their hometown of Monterrey in Nuevo León, Mexico. During their career they released over 15 records, including 1996's *Amargo Cumpleaños*, 1997's *Quisiera Ser una Lagrima*, 1998's *Corridos de Mi Tierra*, and 2000's *Como Decirte*.

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the 5th 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 2023 Big Fresno Fair will run October 4 – 15. More details at: www.FresnoFair.com.

Resources:

Big Fresno Fair Logo & Artist Publicity Photos | <https://spaces.hightail.com/space/6LDM7IMfKD>

KMJ NOW 580 | www.kmjnow.com/

WAR | www.war.com/

Ramon Ayala y Sus Bravos Del Norte | www.facebook.com/iamramonayala/

Los Trailereros Del Norte | <https://bit.ly/lostrailerosedelnorte>

