

**Kern County Fair and Event Center**  
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# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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## KERN COUNTY FAIR CELEBRATES 31 FIRST AND SECOND PLACE INDUSTRY AWARDS

**Bakersfield, California** – The Kern County Fair is thrilled to announce its outstanding achievement in the Western Fairs Association's (WFA) prestigious Achievement Awards Program. The Fair has been honored with an impressive total of 31 first and second place awards and an overall best, recognizing excellence in marketing and creative management.

The Western Fairs Association's Achievement Awards is renowned for acknowledging exceptional achievements within the fair industry. These awards highlight the dedication, innovation, and creativity demonstrated by fairs across the Western United States. The Kern County Fair's remarkable success in this program is a testament to its commitment to excellence and its ability to captivate and engage our community.

Along with the 31 awards received, the Kern County Fair secured Overall Best Fair Marketing Campaign within the Large Fair division. These accolades reflect the fair's exceptional marketing strategies, creative initiatives, and effective management practices.

"We are incredibly proud to have received 31 first and second place awards as well as Overall Best Fair Marketing Campaign in WFA's Achievement Awards Program," said Mike Olcott, CEO of the Kern County Fair. "These awards are a testament to the hard work and dedication of our team, who continuously strive to create memorable experiences for our fairgoers."

The Kern County Fair has always been committed to providing an exceptional experience for its attendees, and these awards further validate its success in achieving that goal. The fair's marketing campaigns, engaging social media presence, captivating advertisements, and effective event promotions have all contributed to its well-deserved recognition.

The Kern County Fair extends its gratitude to the Western Fairs Association for this prestigious honor and to its dedicated staff, volunteers, sponsors, and fairgoers for their continued support. These awards serve as a motivation to continue delivering exceptional experiences and maintaining the fair's position as a leader in the industry.

In addition to the WFA awards, the Kern County Fair ranked 47th amongst the nation's top 50 Fairs from CarnivalWarehouse.com. Annually, fairs are assessed based on attendance and calculated with a special patented formula to determine their official ranking. With the return of most events post-pandemic, we are pleased to still be a part of the Top 50.

For more information about the Kern County Fair and its award-winning achievements, please visit [kerncountyfair.com](http://kerncountyfair.com).

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About Kern County Fair:

The Kern County Fair is an annual event that brings joy and excitement to the community. With a rich history, the fair offers a wide range of entertainment, exhibits, and attractions for fairgoers of all ages. The fair aims to create memorable experiences while promoting agriculture, education, and community engagement.