

Kern County Fair and Event Center
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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KERN COUNTY FAIR HONORED WITH INDUSTRY AWARDS

Bakersfield, California – This week, the Western Fairs Association (WFA) recognized the Kern County Fair with top honors for innovation and excellence in exhibits, agriculture programs and communications at the 100th Annual Western Fairs Association (WFA) Convention & Trade Show in Reno, Nevada.

Board Members and Staff joined other fair CEOs, directors, staff, and fair-related professionals from fairs throughout Western North America to gain knowledge and recognize the best practices by fairs in a variety of categories. The Kern County Fair brought home 19 WFA Achievement Awards in their class, see below for a complete list of awards received.

WFA also awarded Board Director, Cesar Chavez, with a Certificate of Appreciation for his 20 years of dedicated service to the Fair industry and to the Western Fairs Association.

“I couldn’t be prouder to be recognized among other leaders throughout the Fair industry.” Said Michael Olcott, CEO of the Kern County Fair. “Without the hard work of our staff, volunteers, and partners, we could never have achieved these awards.”

In addition to the WFA awards, the Kern County Fair ranked 48 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.

“Ranking amongst the top 50 fairs in the nation for another year is an amazing accomplishment.” Said Olcott “Without the continued support from our community, none of this could be possible.”

Award of Excellence:

- Give it Your Best Shot – Entertainment & Grounds Acts

First Place:

- Overall Fair Marketing
- Television Advertising – Single Ad
- Radio Ad – Single
- Single Social Media Ad
- Year Round Logo
- Special Event Logo
- Fair Program Schedule
- Theme Program
- Give it Your Best Shot – Carnival **OVERALL BEST CARNIVAL PHOTO**
- Give it Your Best Shot – Entertainment & Grounds Acts

Second Place:

- Television Ad – Foreign Language
- Radio Ad – Foreign Language
- Social Media Ad – Series
- Give it Your Best Shot – Animals with or without people
- Give it Your Best Shot – People at the Fair

Honorable Mention:

- Fair Logo
- Give it Your Best Shot – Food & Beverage
- Give it Your Best Shot – Exhibits, Competitive or Educational

The Kern County Fair competed against other top fairs their size such as Oregon State Fair, New Mexico State Fair, and California Mid-State Fair. The Western Fairs Association (WFA) is a non-profit trade association that serves the fair industry within the Western United States and Canada. They offer the annual Achievement Awards to recognize excellence in the fair industry and share successful ideas and programs with other fairs.

The Kern County Fair returns September 20 – October 1, 2023. Be sure to check out kerncountyfair.com for upcoming events happening throughout the year.

To view the full 2022 list visit www.carnivalwarehouse.com.

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