

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 – 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 99th 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 took home 28 WFA Achievement Awards in their class, including 2 awards of excellence, 3 Judge's choice, 15 first place awards, 3 second place awards, and 5 third place awards. See below for a complete list of awards received:

Award of Excellence:

- Give it Your Best Shot – People at the Fair
- Give it Your Best Shot - Entertainment

Judges Choice:

- Single Television Ad
- Television Ad Foreign Language
- Television Ad Series

First Place:

- Single Television Ad
- Year Round Logo
- Give It Your Best Shot – Animals
- Fair Program/Schedule
- Give it Your Best Shot – Animals
- Theme Program
- Give it Your Best Shot – Carnival
- Special Event Logo
- Give it Your Best Shot – People at the Fair
- New Sponsorship
- Single Radio Ad
- Fair Logo
- Television Ad Foreign Language
- Television Ad Series
- Give it Your Best Shot – Entertainment

Second Place:

- Non-Profits
- Give It Your Best Shot – Community Outreach
- Give it Your Best Shot - Carnival

Third Place:

- Single Foreign Language Radio Ad
- Give it Your Best Shot – Exhibits
- Give it Your Best Shot – Exhibits
- Give it Your Best Shot – Entertainment
- Give it Your Best Shot – People at the Fair

“It is extremely rewarding to be recognized among other leaders throughout the Fair industry.” Said Kern County Fair CEO, Michael Olcott. “We could never have accomplished this without the hard work of our staff, volunteers, and partners this last year. Thank you to the Kern County community for your continued support on making this fair outstanding.”

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 2022 Kern County Fair runs September 21 – October 2.

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