

Kern County Fair and Event Center
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PRESS RELEASE

FOR IMMEDIATE RELEASE

January 28, 2020

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KERN COUNTY FAIR AND EVENT CENTER HONORED WITH MULTIPLE 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 97th 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 18 WFA Achievement Awards in their class, including 3 first place awards, 11 second place awards, and 4 third place awards. See below for a complete list of awards received:

First Place Awards:

- Fair Program / Schedule
- Digital Marketing Campaign
- Agricultural Programming

Second Place Awards:

- Self-Promoted Non-Fair Event
- Fair Logo Contest
- Radio Advertising
- New innovative use of Technology – in Exhibits
- Foreign Language Television Ad
- Give it your Best Shot – Exhibits
- Any Other Advertising Campaign
- Outdoor Advertising Campaign
- Best New idea in Maintenance
- Guest Services
- Television Advertising Series

Third Place Awards:

- Year Round Logo
- Events – Interim Events
- Printed Marketing Campaign
- Interim Event Rentals Innovative Marketing Strategy or Concept

“I am incredibly proud of how hard our staff and volunteers worked this year.” said Kern County Fair CEO, Michael Olcott. “Being recognized among other leaders throughout the Fair industry is extremely rewarding. Thank you to the community for continuing to help make 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.

Carnival Warehouse ranked the 2019 Kern County Fair among the Top 50 Fairs in North America.

The 2020 Kern County Fair runs September 23 – October 4.

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