



February 14, 2022 (Madera, CA.) "Madera Fair Brings Home Industry's Highest Award from the Western Fairs Association's Annual Convention"

FOR IMMEDIATE RELEASE:

For the first time in Madera District Fairs history, Madera Fair was awarded the prestigious Merrill Award while attending the 99th annual Western Fairs Association's convention in Reno, Nevada last month. The Merrill Award, named in honor of Western Fairs Association Founder Louis Merrill, is given for those entries that clearly demonstrate innovation, vision, and excellence. Madera Fair earned the nomination for Fair Camp TV which evolved from Virtual Fair Camp stemming from the original Fair Camp collaboration with City of Madera Parks and Recreation in 2018. Madera Fair was in superior company as one of five finalists which included the Big Fresno Fair, LA County Fairplex, New Mexico State Fair and San Mateo County Fair. All Merrill nominees presented their projects at a Leadership Luncheon to industry peers followed by the evenings Industry Awards Dinner, where The Merrill Award winning announcement came as a delightful surprise to Madera Fair staff in attendance.

In addition to the industry's highest award, Madera Fair was awarded four first place awards in the Achievement Awards Program serving to recognize excellence and share successful ideas and programs amongst members while also providing inspiration to the industry. The winning divisions included: Overall Marketing Campaign for the 2021 fair, Drive-Through Food Events and Drive-In Entertainment with December 2020's Hometown Christmas Drive Thru, Agricultural Programming with Fair Camp TV's live YouTube stream and New Fairtime Event, Exhibit or Program with the daily button distribution at the 2021 fair. The WFA Achievement Awards are judged by recognized experts and/or industry professionals in the individual divisions. Madera District Fair competed with fairs of like size such as Marin County Fair, San Bernardino Fair, Washington County Fair, San Mateo County Fair and more.

The 2022 Fair is in the development phase with big expectations for another great year with the Madera Fair, opening September 8th, 2022 for the annual four-day run.

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