



**ALAMEDA  
COUNTY  
FAIRGROUNDS**  
PLEASANTON

Alameda County Fairgrounds  
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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **THE ALAMEDA COUNTY FAIR RECOGNIZED WITH INDUSTRY'S TOP AWARDS**

**PLEASANTON, CA – February 3, 2010** – In Addition to being named the “fastest growing Fair in America.” The 2009 Alameda County Fair took home 52 Western Fair Association (WFA) awards at the 87th Annual Achievement Awards Convention in Reno, NV last week. For a 5th year the Alameda County Fair received more industry awards than any other Fair in the United States and Canada. The 2009 Fair, which enjoyed a record turnout of 434,919 patrons for its 17-day event, received 23 First Place honors, 19 Second Place, 8 Third Place and 2 Honorable Mentions awards.

Among the Alameda County Fair’s 23 First Place awards, the Fair was presented with top honors for its Community Outreach Program, Emergency Plans, Conservation Program, Children’s Program, Fair Promotions and Customer Service Training.

“Winning such awards is a testament to our desire to bring positive recognition to Alameda County, while giving back to the Bay Area community and the Fair industry. We have become a flagship in our industry and will continue to be a leader in promoting strong community involvement,” commented CEO Rick Pickering.

In Recognition of his personal leadership in the Fair Industry, Rick Pickering was elected to serve a second term as Chairman of the California Fair Alliance (CFA). CFA represents the interests and legislative activity of over 80 plus Fairs in California.

The Alameda County Fair also received International Association of Fairs and Expositions (IAFE) awards for its 2009 Fair marketing programs and continues to be ranked in the Top 50 Fairs in the United States.

According to [www.carnivalwarehouse.com](http://www.carnivalwarehouse.com) the Alameda County Fair, with a 21.5% increase in attendance is the fastest growing Fair in America, outpacing the Top 50 Fairs for 2009. Recently released attendance numbers from Fairs across the nation show that the Alameda County Fair is now ranked 41st on the list of the Top 50 North American Fairs. This is the highest ranking in history for the Alameda County Fair. Of particular note, 19 of the Fairs larger than the Alameda County Fair are State Fairs, while the Alameda County Fair is successfully operated by the nonprofit Fair Association, without any tax funding from the government.

Over the past five years the Alameda County Fair has been host to over 2.5 million fairgoers, 30,000 part time employees and hundreds of thousands of exhibitors, artists, performers and participators. Providing an educational, competitive and fun venue for patrons and participants is serious business; rising to the top of the Fair industry is the result of commitment, leadership and prudent financial management.

Historically, the nature of the Fair has always been to promote education and showcase community talents and achievements. Couple that historic foundation with a continued drive to provide new, as well as traditional, all-aged entertainment and you get a venue that will always have a place in the heart of America. Repeatedly taking home a large number of industry awards simply supports the Alameda County Fair’s principal to be one of the best all-around entertainment venues for residents of Alameda County and the broader region.

Planning is currently underway for the next award-winning annual Fair. The 2010 Fair will celebrate the summertime with the theme “Come Out & Play”, which will run from June 23rd through July 11th, closed on Tuesdays. For more information, please visit our website at [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com) or call (925) 426-7600.

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