

ALAMEDA COUNTY **THE SPIRIT OF Summer**
FAIR JUNE 15-JULY 4
PRESS RELEASE



FOR IMMEDIATE RELEASE

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**ALAMEDA COUNTY FAIR RECOGNIZED
WITH TOP INDUSTRY AWARDS FOR 2015**

PLEASANTON, CA – January 19, 2016: Top-ranked Alameda County Fair has once again been recognized with multiple awards of excellence by the Western Fairs Association (WFA) and International Association of Fairs and Expositions (IAFE).

In all, Alameda County Fair took home 27 WFA Awards from it's division including 10 first-place, six second-place & 11 third-place honors. IAFE also honored the Fair with nine international awards, including four first-place and five second-place honors. Both organizations sponsor annual awards programs to recognize outstanding achievement in the areas of competitive exhibits, marketing, communications and agriculture, and to share successful ideas and programs with other fairs.

"We are extremely pleased and honored to once again be recognized with top awards from the WFA and IAFE organizations," said Alameda County Fairgrounds' CEO, Jerome Hoban. "With an emphasis on innovation, education and community outreach, this is an exciting time for the fair industry and we are proud to be a part of it. We enthusiastically share these awards with all of the members of our great community who make it possible."

The Fair received first-place honors in the following categories:

IAFE

- Promotional Event (Beer Haven craft beer festival)
- Competitive Exhibits Display Method
- Strategy to Attract Competitive Exhibitors
- Newspaper Color Advertising

Awards Continued:

WFA

- Children's Program
- Community Outreach Program
- Non-Profit Collaboration (Drop Zone Drive with Blue Star Moms)
- Theme Program
- Volunteer Program
- Mobile Marketing
- Innovative Marketing Strategy
- Event Rentals Strategy
- Event within an Event
- Special Program Partnership

Alameda County Fair was also recognized with second- and third-place awards in a variety of categories including radio & television advertising, website, technological innovation, outdoor advertising, digital and print marketing collateral, mobile app, mobile campaign, photography and inspirational collaboration (Fireworks show with the Oakland East Bay Symphony.)

Alameda County Fair is considered a "Division 3" (Large) Fair, based on annual attendance numbers. In 2015, the Fair's attendance totaled 444,923.

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Alameda County Fair is one of the most awarded Fairs in the United States and Canada and is ranked among the Top 50 Fairs in North America by *Venues Today*. The Fair is successfully operated by the Alameda County Agricultural Fair Association, a 501(c)3, non-profit organization, without any tax funding from the government. .

The Spirit of Summer lives at the 2016 Alameda County Fair, June 15 -July 4 (Tuesday through Sunday each week). See extreme Action Zone shows, FREE big name concerts, 4th of July Fireworks and Live Horse Racing. For more information, please visit our website at www.AlamedaCountyFair.com or call (925)426-7600.

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