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PRESS RELEASE

FOR IMMEDIATE RELEASE

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THE ALAMEDA COUNTY FAIR RECOGNIZED WITH INDUSTRY'S TOP AWARDS
FAIR MOVES UP TO BE RANKED 39 ON LIST OF TOP 50 FAIRS IN NORTH AMERICA

PLEASANTON, CA – January 17, 2012 – In addition to now being ranked 39th on the Top 50 Fairs in North America by Carnival Warehouse, the 2011 Alameda County Fair took home 39 Western Fair Association (WFA) awards at the 89th Annual Achievement Awards Convention in Anaheim, CA this past week. The Western Fairs Association is a non-profit trade association serving the Fair Industry throughout the Western United States and Canada. The WFA offers an Annual Achievement Awards Program to recognize excellence and to share successful fair ideas and programs.

The Alameda County Fair continues its position of being the most awarded Fair in the United States and Canada. The 2011 Fair, which enjoyed an attendance record of 452,746 patrons for its 17-day event, received 24 First Place honors, 11 Second Place and 4 Third Place awards. Among the Alameda County Fair's 24 First Place awards, the Fair was presented with top honors for the following entries:

- Radio Advertising
- Fairtime Website
- Year Round Website
- Social Media Marketing Campaign
- Cultural Marketing Campaign – Spice of India Weekend
- Generational Marketing Campaign – Kids Programming
- Printed Newsletter
- Electronic Newsletter
- America's Funniest Video – 99 second Kissing Contest
- Fair Sponsorship Program - Budweiser
- Best New Marketing Idea – World's Largest Commercially Available Hamburger
- Best New Maintenance Idea – Work Order System
- Best New Exhibits Idea – Alameda County's Largest Classroom
- New Innovative Use of Technology – Use of Google for Community Calendar
- Community Outreach Program – Alameda County Historical Monument
- Online Competitive Exhibit Handbook
- New Conservation or Being "Green" Program – Red Worm Ranch

- Theme Program – 99 Ways to Come Out & Play

“Thanks to the overwhelming support of the public, the Alameda County Fair has become a model of success in America’s Fair industry. Fairs across the nation now seek to emulate our creative programming, marketing and community outreach,” 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. Additionally, Pickering serves on the Western Fair Association (WFA) Board, California Authority of Racing Fairs (CARF) Board and California Fair Services Authority (CFSA) Board.

The Alameda County Fair also received 5 international awards from the International Association of Fairs and Expositions (IAFE) for its 2011 Fair marketing programs and continues to be ranked in the Top 50 Fairs in the United States. Recently released attendance numbers from Fairs across the nation show that the Alameda County Fair is ranked 39th on the list of the Top 50 North American Fairs and the 6th largest Fair in California. This is the highest ranking in history for the Alameda County Fair. Of particular note, 17 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. <http://www.carnivalwarehouse.com/lists/2011list.pdf>

Over the past five years the Alameda County Fair has been host to close to 3 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 2012 Fair will celebrate the Fair’s 100th year milestone with a theme of “100 Years of Memories Made Here”, which will run from June 20th through July 8th, closed on Mondays.

The Fairgrounds is home to the oldest one mile Race Track in America dating back to 1858. The Fair Association is well underway preparing for the 2012 Alameda County Fair to be held June 20 through July 8, closed Mondays. The Alameda County Fair is ranked as one of the top 50 fairs in the United States and has won numerous awards both nationally and internationally. The Fairgrounds also hosts more than 300 events annually. Visit the Fair’s website at www.AlamedaCountyFair.com or call 925-426-7600 for more information.

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