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**ALAMEDA
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PLEASANTON

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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THE ALAMEDA COUNTY FAIR RECOGNIZED WITH INDUSTRY'S TOP AWARDS *FAIR RANKED ON LIST OF TOP FAIRS IN NORTH AMERICA*

PLEASANTON, CA – February 28, 2014 – Ranked in the Top 50 Fairs in North America by Venues Today, the 2013 Alameda County Fair took home 30 Western Fair Association (WFA) awards and 19 international awards from International Association and Fairs and Expositions (IAFE). WFA and IAFE offer Annual Achievement Awards Programs to recognize excellence and to share successful Fair ideas and programs.

The Alameda County Fair is one of the most awarded Fairs in the United States and Canada. The 2013 Fair received 14 First Place honors, 20 Second Place, and 15 Third Place. The Exhibits Department brought home **“Best of Division”** for Competitive Exhibits Programming from IAFE. Among the Alameda County Fair’s 14 First Place awards, the Fair was presented with honors for the following entries:

- Radio Advertising
- Television Advertising
- Viral Video
- Website
- Innovative Use of Technology
- Use of Fair’s Theme In a Single Contest
- Agriculture Photo
- New Agricultural Program – Wind, Water, Weather Weekend STEM Focus
- New Exhibits Competition – Pinterest Flowers

Recently released attendance numbers from Fairs across the nation show that the Alameda County Fair is ranked on the list of the Top 50 North American Fairs and the 7th largest Fair in California. The 2013 Fair enjoyed attendance of 391,426 guests during its 17-day event. The Alameda County Fair is successfully operated by the non-profit Fair Association without any tax funding from the government.

“We are very honored to be recognized by the WFA and IAFE organizations with multiple

awards this year. Our Fair showcases the accomplishments and rich heritage of our communities and we share these honors with them,” said Jerome Hoban, Chief Executive Officer of the Alameda County Fairgrounds. “We now look forward to the year ahead and another great Fair in 2014.”

“Taste the Red, White & Blue” at the 2014 Alameda County Fair. The Fair will run Tuesday through Sunday, from June 18th through July 6th. Come enjoy FREE Concerts nightly at 8pm, 4th of July Fireworks Spectacular, and Live Horse Racing. For more information, please visit our website at www.AlamedaCountyFair.com or call (925)426-7600.

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 2014 Alameda County Fair to be held June 18 through July 6. 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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