



**ALAMEDA
COUNTY
FAIRGROUNDS**
PLEASANTON

Alameda County Fairgrounds
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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ALAMEDA COUNTY FAIR RECEIVES TOP INDUSTRY AWARDS FOR 2014

PLEASANTON, CA – January 29, 2015 – Alameda County Fair has once again been recognized with multiple, year-end awards in a variety of categories by two top industry organizations; the Western Fairs Association (WFA) and IAFE (International Association of Fairs and Expositions.)

In all, Alameda County Fair took home a total of 31 WFA Awards including 14 first place honors, 8-second place and 9-third place. IAFE also honored the Fair with 16 international awards including 7-first place, 8-second place and 1-third place. Both organizations sponsor annual awards programs to recognize excellence in the areas of competitive exhibits, marketing, communications, agriculture, and to share successful ideas and programs with all Fairs.

“We are very honored to once again be recognized with multiple awards from the WFA and IAFE organizations. Alameda County Fair has always been about the accomplishments, heritage and diversity of our communities and we continue to share these honors with them,” said Jerome Hoban, CEO of the Alameda County Fairgrounds. “We always seek ways to grow and improve and promise another great Fair in 2015.”

The Fair received First Place honors in the following categories:

- Radio Advertising
- Television Advertising
- Social Media Campaign
- Featured Event – The 2014 SNACKDOWN
- Sponsorship Program – Kaiser Permanente

“FREE Ticket to Summer Learning Fun”

- Innovative Use of Technology
- New Community Outreach Program – Summer Learning Fun
- Volunteer Program
- Newsletter/E-blast
- Souvenir Program
- New Conservation Program
- Events Non-Fair – The Great Bull Run & Tomato Royale
- Inspiring Collaboration
- Competitive Exhibit Display Method
- Unique Contest
- New or Unique Strategy for Competitive Exhibits
- General Display Photo
- Consumer Awareness in the Agricultural Environment

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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. . Attendance at the 2014 Fair totaled 475,762, the second highest in its history.

Rock the Red, White & Blue at the 2015 Alameda County Fair, June 17 -July 5 (Tuesday through Sunday each week). In addition to many exciting new attractions to be announced, the Fair will offer FREE concerts nightly at 8pm, the 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.

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