

# News Release



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## **Alameda County Fairgrounds Awarded with Multiple Industry Awards Reflecting a Successful 2022**

Pleasanton, Calif - The Western Fairs Association and the International Association of Fairs and Expositions have recognized the Alameda County Fairgrounds with multiple awards for marketing, innovations, communications, events, sponsorship, and more.

In total, the Fair took home 21 awards in its division, including 14, with five overall first place recognitions from WFA. The Fair took home a total of seven IAFE Awards, two of them being first place. Both organizations sponsor annual award programs showcasing achievement to share innovative ideas with other Fairs locally and internationally.

Top awards were received in overall marketing campaign, promotional material, interim events, volunteer programs, and photography. The Fair also took home awards in new sponsorship, non-profit collaboration, unique exhibits, social media, and more.

Summer Vibes! The 2023 Alameda County Fair returns June 16-July 9. Enjoy big name concerts, live horse racing, carnival rides, shopping, and Fair food. For more information and schedules, visit <https://annual.alamedacountyfair.com/>

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The Alameda County Agricultural Fair Association, a 501(c)(3) non-profit organization, produces the annual Alameda County Fair without any tax funding from the government. It is ranked one of the top 50 North American Fairs and the 7th largest fair in California. The Fairgrounds is home to the oldest one-mile race track in America.