

News Release



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Alameda County Fairgrounds Receives Over 40 Industry Awards for 2023

Highest Awarded Year Yet

Pleasanton, Calif. - The Western Fairs Association (WFA) and the International Association of Fairs and Expositions (IAFE) have recognized the Alameda County Fairgrounds with multiple awards in categories that include marketing, innovations, communications, events, sponsorship, photography, and more.

This is the most combined awards Alameda County Fair has ever received from the associations. In total between the two organizations, the Fair took home 42 awards in its division, including 23 overall first-place recognitions.

The Fair received a total of seven IAFE awards and 35 WFA awards, 23 of them being first place. Both organizations sponsor annual award programs showcasing achievements to share innovative ideas with other Fairs locally and internationally.

Top awards were received in promotional material including logos, radio/TV advertisements, commemorative posters, interim events, overall fair sponsorships, and various photography categories.

That Summer Feeling! The award-winning 2024 Alameda County Fair returns June 14-July 7. For more information and schedules, visit 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.

