



NEWS RELEASE: February 2, 2017
Contact: Angel Moore, 925-567-6588
amoore@alamedacountyfair.com

INDUSTRY HONORS ALAMEDA COUNTY FAIR WITH MULTIPLE AWARDS FOR 2016

PLEASANTON, CA – Alameda County Fair has once again been recognized with top honors in a variety of categories from both the Western Fairs Association (WFA) and the International Association of Fairs and Expositions (IAFE) for 2016.

In all, the Fair took home 25 WFA Awards in its division including nine 1st place, seven 2nd place & eleven 3rd place honors. IAFE also honored the Fair with 16 international awards including three 1st place, three 2nd place and ten 3rd place. Both organizations sponsor annual awards programs to recognize outstanding achievement in the areas of agriculture, competitive exhibits, and communications, and to share successful ideas and programs with other fairs.

“We are thrilled and humbled to once again receive multiple awards across the board from the WFA and IAFE organizations. To be recognized within the industry is a tremendous honor and I am proud of our team and their commitment to education, innovation and community,” said Alameda County Fairgrounds’ CEO, Jerome Hoban.

The Fair received first-place honors in the following categories:

- Competitive Agricultural Program
- Innovative Use of Technology (Ag Programs)
- Competitive Exhibit Display Method

First-place Awards continued:

- Radio Advertising
- Outdoor Advertising
- Innovative Use of Technology
- Children's Program
- Community Outreach Program
- Volunteer Program
- Event within an Event
- Inspiring Collaborations
- Partnerships

The Fair was also recognized with 2nd & 3rd place awards for radio & television advertising, website design, mobile web, mobile app, outdoor advertising, digital & print advertising, printed materials, innovative marketing strategy, sponsorship, new exhibit competition, featured event, Fair theme program, guest services, agricultural programming and interim events.

With 41 total honors for 2016, Alameda County Fair continues to be one of most recognized and awarded Fairs in California and throughout the U.S.

###

BEST. SUMMER. EVER.

2017 Alameda County Fair -- June 16 -July 9. Enjoy extreme Action Sports shows, big name concerts, 4th of July Fireworks and Live Horse Racing. For more information and schedules, visit www.AlamedaCountyFair.com

Venues Today consistently ranks Alameda County Fair among the Top 50 Fairs in North America. 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.

###