

News Release



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Contact: Angel Moore, Marketing, amoore@alamedacountyfair.com

Fairgrounds Wins Big Despite Unusual Year

Awards for Community Outreach, Virtual Fair and more!

Pleasanton, Calif. – The Alameda County Fair receives top awards from the Western Fairs Association and the International Association of Fairs and Expositions for innovation and excellence in competitive exhibits, agricultural programs & marketing for 2020.

Overall, IAFE recognized the Fair with eight international awards. The Fair took home nine WFA awards in its division, including four First Place honors.

Although there was not a traditional Fair this year, award categories reflected the innovation and vehicle-based fun that was held throughout the year. Categories included Community Outreach, Drive-In Entertainment and Facility Beautification Projects, for which the Fairgrounds received recognition for the remodel of the Palm Pavilion. The Fair received awards in a variety of categories for competitive exhibits, innovative events, and social media campaigns. Additionally, the Fair was recognized in the emergency response services category for its role as a base camp for Cal Fire during the SCU Lightning Complex Fire in August of 2020.

The Alameda County Fair received top honors in Virtual Fair and Community Contests and for our Budget-Friendly tactics.

Both organizations sponsor annual awards programs to recognize outstanding achievement in specific areas and to share successful ideas and programs with other fairs.



The Farmhouse – Facility Beautification Project



Base Camp for Cal Fire during SCU Lightning Complex Fire

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The Fairgrounds is successfully operated by the Alameda County Agricultural Fair Association, a 501(c) 3, nonprofit organization, with no government

funding from the city, county or state. The Alameda County Fair is ranked one of the top 50 North American Fairs and the 7th largest Fair in California. International Association of Fairs and Exposition (IAFE) named Alameda County Fair a top 100 Fair.