

# News Release



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Contact: Angel Moore, Marketing, 925-567-6588, [amoore@alamedacountyfair.com](mailto:amoore@alamedacountyfair.com)  
Liz Rosinski, PR, 650-245-2667, [Liz.Rosinski@gmail.com](mailto:Liz.Rosinski@gmail.com)

PLEASANTON, CA – 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 and marketing for 2019.

In all, the Fair took home 34 WFA awards in its division, including 17 First Place honors. IAFE recognized the Fair with seven international awards.

Awards included categories ranging from Maintenance divisions and Cultural Programming to Digital Advertising and Sponsorship Innovation. The Fair received additional awards in a variety of categories for Competitive Exhibits, Year-Round Events, Guest Services and Social Media Campaigns.

The Alameda County Fair received top honors in Innovative Marketing Strategies and Technology and for our Human Resources divisions

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

*Venues Today* ranked the Alameda County Fair among the Top 50 Fairs in North America and International Association of Fairs and Expositions (IAFE) named Alameda County Fair a Top 100 Fair.

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Road to Summer 2020!

Alameda County Fair returns June 19 -July 12. Enjoy the best Fair food and shopping, Extreme Live Action Sports Shows, Big Name Concerts, Carnival Rides and Live Horse Racing. For more information and schedules, visit [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com)

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.