

# News Release



## News Release: February 10, 2022

Contact: Tiffany Cadrette, [tcadrette@alamedacountyfair.com](mailto:tcadrette@alamedacountyfair.com)

### Alameda County Fair Brings in Top Honors

PLEASANTON, CA – The Alameda County Fair receives top awards from the Western Fairs Association for innovation and excellence in competitive exhibits, agricultural programs and marketing for 2021.

In all, the Fair took home 23 WFA awards in its division. Awards included categories ranging from Non-Profit and Cultural Programming to Digital Advertising and Sponsorship Innovation. The Fair received additional awards in a variety of categories for Community Outreach, Year-Round Events, Photography and Fair Marketing Campaigns.

The Alameda County Fair received honors in Agricultural History for the American Farm Tractor Museum and for Fundraising efforts with the Alameda County Fair Foundation.

WFA sponsors annual awards programs to recognize outstanding achievement in specific areas and to share successful ideas and programs with other Fairs.

###

Road to Summer 2022! Alameda County Fair returns June 17 -July 10. Enjoy the best Fair food and shopping, 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.