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**STANISLAUS COUNTY FAIR TAKES HOME 14 AWARDS
AT THE WESTERN FAIRS ASSOCIATION CONVENTION**

Turlock, CA (January 26, 2012) – The Stanislaus County Fair once again proves to be a leader in the Fair industry.

At this year’s Western Fairs Association (WFA) convention, a non-profit trade association serving the fair industry throughout 14 Western United States and Canada, the Stanislaus County Fair was recognized with 14 awards. The 2011 convention was held in Anaheim, California earlier this month.

“The Stanislaus County Fair has a dedicated team of board members, sponsors, staff, and volunteers,” said Adrenna Alkhas, spokesperson for the Stanislaus County Fair, “We have an amazing team that is committed to excellence and therefore we stand out from other Fairs in the Western United States and Canada”.

Out of the 14 awards given to the Stanislaus County Fair, two were first place wins. The first place awards were given for “Newspaper Advertising” in the Modesto Bee and “Any Other Printed Piece” in reference to pieces in the Turlock Living Magazine Fair Special.

The Fair placed second in many categories including, “Any Other Advertising Displayed in Print” which appeared in Turlock Living Magazine, and “Fair Program/ Schedule” which included the 10-day Schedule. “Best New Promotion”, was a second place victory for the coupon book that included discounts from the food vendors in which Fair goers had the option to pick up the books at any FoodMaxx store. “New Featured Event, Exhibit, or Program” encompassed the Centennial Exhibit which allowed people to travel in time through its interactive time tunnel, beginning with the Fair’s origins as the Melon Carnival in 1911. The Fair received second place

for “New Community Outreach Program” in which the Stanislaus County Fair teamed up with the Stanislaus County Office Of Education, S.C.O.E, in promoting the “Choose Civility” incentive program. The “Choose Civility” program encourages Stanislaus County children to stand up to bullying. The Fair also received second place for “Theme Program” for the 100th Anniversary celebration theme and the “Website” award was given to the Fair for its website design by Chris Goodwin. The “Marketing Campaign” award for 2011 was also a second place win for the Fair.

The 2012 Stanislaus County Fair opens Friday, July 13th for a 10-day run. Fair guests can count on an award-winning experience that has been over 100 years in the making. Discounted Fair admission tickets, unlimited ride wristbands and Arena event tickets will be on sale beginning Saturday, May 5th. Visit the Fair’s website for complete ticket sale details at www.stancofair.com.

The 2012 Fair will feature the highly-popular Rainforest Adventure, sponsored by Sky Trek Aviation. Also planned for 2012 are nine nights of metal-mashing motorsports plus one night of rodeo in the FoodMaxx Arena, a total of four stages of live entertainment, upwards of 30,000 local exhibits, and over 1,750 animals.

To receive future Fair announcements by text message, text the word “FAIR” to 99299. Fair enthusiasts can also follow how the 2012 Fair is developing at twitter.com/stancofair. In addition, become a fan of the Fair at facebook.com/stancofair.

The mission of the Stanislaus County Fair is to provide a family and community oriented experience promoting agriculture, entertainment and technology. For more information about the award-winning Stanislaus County Fair, or to host a company picnic during the Fair, visit www.stancofair.com.

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