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### **STANISLAUS COUNTY FAIR RECOGNIZED BY THE FAIR INDUSTRY**

Turlock, CA (January 20, 2011) – The Stanislaus County Fair is once again a blue ribbon winning Fair, not for best pie or preserve, but for its innovative and authentic Fair.

Stanislaus County Fair was recognized for a total of eight awards at the Western Fairs Association (WFA) convention in January. The WFA is a professional non-profit trade association serving the fair industry throughout 14 western United States and Canada. Its 88<sup>th</sup> Annual Convention and Trade Show was held in Reno, Nevada this month.

“Our success is a result of the Stanislaus County Fair’s dedicated team of board members, sponsors, staff and volunteers,” said Adrenna Alkhas, spokesperson for the Stanislaus County Fair. “Our team is committed to excellence and that is what makes the Stanislaus County Fair a stand out among fairs in the Western United States and Canada.”

Winning four first place awards, the Stanislaus County Fair was recognized for “Our Best New Idea This Year, Marketing,” which featured the new SCVNGR mobile text game. SCVNGR is a mobile text game that can be played by anyone with a cell phone. It took guests for an adventure around the Fair by asking questions in the form of text messages, while earning points with the correct answers. A total of 1,800 guests signed up to play in 2010 and the person with the most points won an iPad and four Disneyland Park Hopper Tickets from KAT Country 103.

Also earning a first place award was the Fair's "Social Media Campaign," which included the Fair's outreach through Twitter, Facebook, text message, YouTube, MySpace and eblasts.

The Fair's "Community Outreach Program" received a first place nod as well, in which the Fair partnered with Stanislaus County Office of Education for the 2010 "Fit for the Future" campaign. This campaign is linked with the State of California's Governor's Challenge in which kids in participating schools work to reach fitness goals, with prize incentives. The Fair was proud to partner in the incentives by offering 10,000 Fair ticket vouchers, good for one free child admission ticket and \$2 off one adult admission coupon. Through the "Fit for the Future" campaign, the Stanislaus County Office of Education, emphasizes and promotes healthy, active lifestyles for students in an effort to combat childhood obesity.

"We have been building on the foundation of a great partnership with the community for years," said Alkhas. "Stanislaus County has helped our Fair so much in the past 100 years. We find it an honor to be able to help the community in return."

The Fair's exhibitor handbook also received first place in the "Printed Competitive Exhibit Handbook" category. This handbook has valuable information for people wanting to enter their exhibits into the Fair.

The Stanislaus County Fair also walked away with three second place awards, and one third place award, in the large fair division. Each division is based on the size of the fair, large fair attendance being between 150,000 and 500,000.

Second place awards included: "Pamphlets, Brochures Flyer & Direct Mail," "Fair Programs/ Schedule," "Overall Children's Program." The third place award was in "Outdoor Advertising."

The 2011 Stanislaus County Fair opens for its 100<sup>th</sup> anniversary celebration Friday, July 15 for a 10-day run. Fair guests can count on an award-winning experience that has been 100 years in

the making. Discounted Fair admission tickets and unlimited ride wristbands will be on sale Saturday, April 30, 2011. Visit the Fair's website for complete ticket sale details at [www.stancofair.com](http://www.stancofair.com).

The 2011 Fair will feature a newly renovated children's area, which will include the highly-popular Rainforest Adventure, sponsored by Sky Trek Aviation, which debuted in 2009. Also planned for 2011 are 10-nights of free celebrity concerts included with admission, metal-mashing motorsports and a rodeo in the FoodMaxx Arena, a total of five 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 82672. Fair enthusiasts can also follow how the 2011 Fair is developing at [twitter.com/stancofair](https://twitter.com/stancofair). In addition, become a fan of the Fair at [facebook.com/stancofair](https://facebook.com/stancofair). Fair news and event listings are also available at [myspace.com/stancofair](https://myspace.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](http://www.stancofair.com).

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