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### **STANISLAUS COUNTY FAIR WINS MULTIPLE AWARDS**

Turlock, CA (February 4, 2010) – Award winning Stanislaus County Fair, was recognized once again by the Western Fairs Association (WFA) with five awards.

During a January conference of the WFA, the Stanislaus County Fair was honored at the organization's annual awards banquet. The Fair was recognized with four first place awards for exceptional Park 'n Ride Shuttle program, Rainforest Adventure viral video, Stash of Cash radio promotion with KHOP and Mocse Credit Union, and 55+ Relaxation Station sponsored by Covenant Village. In addition, the Fair received a second place award for the Rainforest Adventure Exhibit sponsored by Sky Trek Aviation.

"It's a great honor to receive these awards," said Tony Leo, chief executive officer of the Stanislaus County Fair. "The Stanislaus County Fair staff and volunteers, as well as members of the local media who cover our Fair, have common goals—professionalism and excellence."

The WFA is a professional non-profit trade association serving the fair industry throughout 14 western United States, Canada and British Columbia. Its 87<sup>th</sup> Annual Convention and Trade Show was held in Reno, Nevada.

Western Fairs Association first place awards were in the following categories:

- **Generational Marketing:** 55+ Relaxation Station sponsored by Covenant Village, an indoor gathering place where seniors could take a break from the fair, enjoy entertainment, cool down from the summer weather, and even expand their knowledge on senior-related topics.
- **Innovative Marketing:** Stash of Cash radio promotion with KHOP and Mocse Credit Union.

- Our Best New Idea This Year, Marketing: Park ‘n Ride (shuttle program), Fair patrons parked for free at the University and/or Pitman High School and rode free to and from the Stanislaus County Fair’s historical Arch Gate entrance.
- Viral Video: Rainforest Adventure Video

Western Fairs Association second place award was in the following category:

- New Featured Exhibit: Rainforest Adventure Exhibit sponsored by Sky Trek Aviation, which transformed an 8,000 square foot cement slab into the Rainforest Adventure—a multisensory, interactive exhibit that was included with admission. In the exhibit, fair guests of all ages could see the sloth, carouse with the kinkajous, congregate with the chameleons, and peek in at the porcupine. The toucans, anacondas, snapping turtles and geckos were there too. The exhibit included live plant life growing from the ground to the canopy!

The 2010 Stanislaus County Fair opens Friday, July 16 for a 10-day run.

Discounted Fair admission tickets and unlimited ride wristbands will be on sale Saturday, May 1, 2010 or visit the Fair’s website for complete ticket sales details at [www.stancofair.com](http://www.stancofair.com).

The 2010 fair theme is “Flavors of the Valley.” The theme will highlight food and beverage products that are processed in the Central Valley. The 2010 Fair will also feature the highly-popular Rainforest Adventure, sponsored by Sky Trek Aviation, which debuted in 2009. Also planned for 2010 are 10-nights of free celebrity concerts included with admission, nightly metal-mashing motorsports, a total of five stages of live entertainment, upwards of 30,000 local exhibits and over 1,750 animals.

To receive future Fair concert announcements by text message, text the word “FAIR” to 47645. Fair enthusiasts can also follow how the 2010 Fair is developing at [twitter.com/stancofair](http://twitter.com/stancofair). In addition, become a fan of the Fair at [facebook.com/stancofair](http://facebook.com/stancofair). Fair news and event listings are also available at [myspace.com/stancofair](http://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 Stanislaus County Fair log onto its website at [www.stancofair.com](http://www.stancofair.com).