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**ALAMEDA COUNTY FAIR HONORED WITH  
WITH INDUSTRY AWARDS FOR 2017**

PLEASANTON, CA – The Western Fairs Association (WFA) and the International Association of Fairs and Expositions (IAFE) have recognized Alameda County Fair with top honors for innovation and excellence in competitive exhibits, agricultural programs & communications for 2017.

In all, the Fair took home 25 WFA Awards in its division including nine 1<sup>st</sup> place, nine 2<sup>nd</sup> place & seven 3<sup>rd</sup> place honors. Alameda County Fair was also nominated for the Merrill Award, WFA’s highest honor, for its digital marketing campaign.

IAFE honored the Fair with 13 internationally recognized awards: four 1<sup>st</sup> place, three 2<sup>nd</sup> place and six 3<sup>rd</sup> place. Both organizations sponsor annual awards programs to recognize outstanding achievement in specific areas and to share successful ideas and programs with other fairs.

“We are incredibly honored to be recognized within the industry for our continued efforts in making Alameda County Fair the best experience for our community each year,” said Alameda County Fairgrounds’ CEO, Jerome Hoban. “We are fortunate to have such a dedicated team and look forward to more great things to come in 2018.”

The Fair received first-place honors in the following categories:

WFA

- Social Media Campaign

Continued:

- Digital Marketing Campaign
- Innovative Marketing Strategy
- Sponsorship
- New Technology
- Volunteer Program
- Event within an Event
- Interim Event
- Collaboration

IAFE

- Electronic Newsletter (E-blast)
- Promotional Poster
- Promotional Display Piece
- Promotional Event

The Fair received additional awards in a variety of categories for competitive exhibits, contests, agricultural programming & events, advertising, marketing, communications, sponsorship, guest services, non-profits, and community outreach.

*Venues Today* consistently ranks Alameda County Fair among the Top 50 Fairs in North America.

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HELLO SUMMER!

2018 Alameda County Fair -- June 15 -July 8. Enjoy extreme live Action Sports shows, big name concerts 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.

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