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**THE STANISLAUS COUNTY FAIR AND  
THE EMPOWHER LOUNGE RECEIVE INTERNATIONAL RECOGNITION**

**Turlock, CA** (January 26, 2017) – The Stanislaus County Fair has once again received awards of distinction from Western Fairs Association (WFA) Convention, as well as the International Association of Fairs and Expositions (IAFE).

Western Fairs Association, a non-profit trade association serving the fair industry throughout 14 Western United States and Canada cities, recognized the Stanislaus County Fair with eight awards overall. The 2017 convention was held in Reno, Nevada.

“The Stanislaus County Fair staff prides itself in creating innovative experiences for our guests,” said Adrenna Alkhas, spokesperson for the Fair. “The board members, staff, sponsors, and volunteers strive to produce an exceptional Fair year after year,”

Alkhas also notes that the Fair continues to stand out as one of the best in the United States and Canada. “We take immense pride in having a Fair that is not only community driven, but produces outstanding entertainment,” said Alkhas. “I am also happy that the empowHER Lounge received international recognition as this lounge was created with young females in mind and creating a space where we can harness leaders who are confident; kind; humble; yet strong enough to withstand the pressures of society.”

The Fair picked up three first place awards, two second place awards, and two third place awards from WFA, which included:

**First Place:**

- **New Featured Exhibit:** The new “empowHER Lounge,” was a lounge geared toward inspiring young girls to be great leaders. Giving young females the confidence to be themselves through workshops, as well as giving them the skills needed to empower others as much as empowering themselves.
- **Television Advertising** – Increase visibility through commercial advertising.

- **On-line Advertising** – Online advertising through The Modesto Bee, full screen takeover program.
- **New Innovative Use of Technology** – Social Media efforts through Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, and more.

### **Second Place:**

- **Printed Newsletter** – Increase branding efforts through a full page advertisement.
- **Mobile Marketing** – Used the mobile app to send push notifications for events; had an interactive map; location services; social media was integrated.

### **Third Place:**

- **Any Other Video Used To Promote Your Fair** – Increase visibility through video images on all social media channels.

The Stanislaus County Fair also received three awards from **IAFE** in the following categories:

- **Best Sponsorship Continuity:** “Make your imprint count,” through the Lowe’s Make n’ Take projects where kids created their own potted plants.
- **Outstanding Television:** Fair TV Commercial
- **Best of Division Innovation In Sponsorship:** The new “empowHER Lounge.”

The IAFE awards were presented during the awards reception in November 2016, during the 126<sup>th</sup> annual IAFE Convention held in Las Vegas, NV. The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job. The IAFE is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions with over 1,200 fairs as members.

The 2017 Stanislaus County Fair opens Friday, July 14<sup>th</sup> for a 10-day run. Fair guests can count on an award-winning experience that has been over 106 years in the making. Discounted Fair admission tickets, unlimited ride wristbands, and the Fair season pass will be on sale beginning Saturday, April 29, 2017. Corporate ticket sales will also be available to purchase at a highly discounted rate. Visit the Fair’s website for upcoming ticket sale information at [www.stancofair.com](http://www.stancofair.com).

The 2017 Fair will feature a spectacular children's area presented by Sky Trek Aviation. Also planned for 2017 are 10-nights of free celebrity concerts included with Fair admission, a total of three stages of live entertainment, upwards of 30,000 local exhibits and over 1,750 animals. Metal-mashing motorsports and three nights of rodeo in the FoodMaxx Arena will also be featured.

To receive future Fair announcements follow us on Facebook, Twitter and Instagram @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, visit [www.stancofair.com](http://www.stancofair.com).

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