



For Immediate Release:
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For more information / to request media
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San Mateo County Fair Recognized By International Fair Industry Association

San Mateo, CA: Instead of awarding blue ribbons of excellence, this time the San Mateo County Fair was the award recipient.

The San Mateo County Fair received more than a dozen Achievement Awards at the Western Fairs Association's (WFA) 96th Annual Convention & Trade Show held in Nevada in late January. WFA is a trade association serving the fair industry throughout the western United States and Canada.

"WFA's primary purpose is to assist in maintaining the highest professional standards within the fair industry," said Dana Stoehr, chief executive officer of the San Mateo Event Center and Fair. "I am honored that the work of our dedicated and talented team was recognized by our peers throughout the industry."

The San Mateo County Fair received 13 WFA Achievement Awards, which included 3 first place awards, 5 second place awards and 5 third place awards:

First Place Awards:

- Fair Time Innovative Marketing Strategy: New pre-sales strategy in 2018 that included bigger than normal discounts to early bird ticket buyers
- Fair Time Program/Schedule: Print and online visitors' guide (schedule) redesigned and formatted in 2018
- Year-Round Logo: San Mateo Event Center logo

Second Place Awards:

- Digital Marketing Campaign: One-minute videos about fair food, animals, and the carnival
- New Community Outreach Program: Parade float designed for a local community parade
- Other Advertising Campaign: Daly City centric campaign
- Printed Marketing Campaign: Newspaper advertisement promoting the 2018 fair
- Social Media Campaign: Fair time Facebook live episodes titled "Mackenzie's Fair Faves"

Third Place Awards:

- Fair Time Theme: "We Build the Fun" 2018
- New Children's Program: Kids Area in Expo Hall that included life-size games
- New Community Outreach: San Mateo Labor Day at the Fair celebrating the San Mateo Labor Council
- New Event or Exhibit: Media sneak preview event the day prior to fair opening.
- Single Radio Advertising: Fair time :30 radio spot featuring "Booklet" the pig

The San Mateo County Fair is the Peninsula's premier community event for family fun and entertainment. The San Mateo County Fair strives to provide a diverse experience through education, inspiration and entertainment. The annual fair represents a celebration of our community's talent, interests, innovations and rich agricultural and artistic heritage. The theme of the 2019 Fair is "Celebrating the Best of the Bay" and runs June 8 through June 16.

Visit sanmateocountyfair.com for regular updates, contest entry, ticket giveaways and promotions.
#SMCF2019.

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