



Fairplex Garners 29 Industry Awards

Fairplex, home of the LA County Fair, won 29 achievement awards at the Western Fairs Association's annual convention earlier this month. The Fair was also a finalist for the prestigious Merrill Award, which recognizes excellence and innovation.

Fairplex received 11 first-place, 11 second-place and 7 third-place awards at the convention held in Reno, Nevada. WFA is a nonprofit trade association serving the fair industry throughout the western United States and Canada. The association's primary purpose is to assist in maintaining the highest professional standards within the fair industry through a voluntary network of individuals and organizations. The primary objective of WFA is to promote the prosperity of fairs through educational activities, training programs and legislative advocacy.

Among the first place awards were the LA County Fair's Agriculture Campaign on hand washing after visiting The Farm, which encouraged clean hands equal healthy hands; Fair-time Innovative Marketing Concept for the Fair's value \$6.50 menu; and New Children's Program for the Fair's GIRL Takeover with the local Girl Scout troops.

The Merrill Award is the highest honor awarded in the WFA Achievement Award Program. This award, named in honor of Western Fairs Association founder Louis Merrill, is given to member fairs that clearly demonstrate innovation, vision and excellence. The LA County Fair was one of four finalists, nominated for its Crisis Management of a hoax shooting during the 2019 Fair.

Here are the awards received:

- **First Place**
 - Single Television Ad
- Foreign Language Printed Marketing Campaign (with La Opinion newspaper)
- Outdoor Campaign (Billboards, train wraps, bus backs, etc.)
- Any Other Advertising Campaign (Pop-Up Fair at Grand Park LA)
- Interim Event Rentals Innovative Marketing Strategy or Concept
- Digital Marketing Campaign
- New Children's Program
- Agricultural Campaign
- Fair-time Innovative Marketing Strategy or Concept
- Interim Event (Red Bull Straight Rhythm)
- Self-Promoted Non-Fair Event (STEA2M Fair)

Second Place

- Single Radio Ad
- Single Foreign Language Radio Ad
- Social Media Campaign (Thummer, the Fair mascot)
- Cultural Marketing Campaign (CEEM)
- New Innovative Use of Technology – In Exhibits
- New Innovative Use of Technology – For the Fair Patron
- New Cultural Program (Molcajete Domingero)
- Volunteers (Garden Railroad)
- Recruitment/Retention Program – Volunteer Rewards System
- Best New Idea in Maintenance
- Non-Profits

Third Place

- Give it Your Best Shot – Grounds Acts (Folklorico Dancer)
- Fair Logo Contest – Year Round Logo (Fairplex Presents)
- Fair Logo Contest – Special Event Logo (STEA2M Fair)
- Fair Program/Schedule (SCNG Supplement)
- Pocket Program/Schedule (Fun Guide & Daily Insert)
- New Innovative Use of Technology
- New Community Outreach Program (PROUD at the Fair)
- Theme Program (Fair Goes POP)
- New Exhibits – New Animal Exhibit (Wild West Show)

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Fairplex is a nonprofit, 501(c)(5) organization that leads a 487-acre campus proudly located in the City of Pomona. Fairplex exists in a public-private partnership with the County of Los Angeles and is home of the LA County Fair and more than 500 year-round events.

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