

## **MARIN COUNTY FAIR WINS BIG AT WESTERN FAIRS ASSOCIATION'S 2008 ACHIEVEMENT AWARDS PROGRAM**

SAN RAFAEL, CA (**January 2009**) – The Marin County Fair, long known for innovation and excellence, has once again earned a record share of recognition at the Western Fairs Association (WFA), 46<sup>th</sup> Annual Achievement Awards program. The 2008 Marin County Fair, “*The Greenest County Fair on Earth*,” captured a record 46 individual Achievement Awards, including 28 first place awards for categories such as New Non-Competitive Exhibit (The Green Life), Fair Sponsorship Involvement (Pacific Gas & Electric Company), Innovative Use of Technology (Waterless Urinals), among others. This year’s fair also garnered nine Second Place awards, six Third Place awards and three Honorable Mentions. See page Two for complete list of awards.

“We are proud to recognize the Marin County Fair with a record number of awards this year,” said Stephen Chambers; Executive Director of the Western Fairs Association. “The Marin County Fair continues to exemplify the highest of standards, raising the bar for everyone else and we wholeheartedly congratulate them on their achievements. Marin’s celebration of the ‘greenest county fair’ ever created new groundbreaking green practices and program ideas. These ideas are truly a national model for the fair industry of how to adopt leading-edge environmental goals into an award-winning county fair.”

The Western Fairs Association is a 150-member trade association representing fairs in the Western United States and Canada.

The 64<sup>th</sup> Annual Marin County Fair, themed *Cool Green Fun* will be held July 1-5, 2009.

# Western Fairs Association 46<sup>th</sup> Annual Achievement Awards

## **Marin County Fair**

Posters .....	First Place
Fair Logo Contest (The Greenest County Fair on Earth) .....	First Place
Books, Magazines, or Newsletters (Marin Center Magazine) .....	First Place
Fairtime Programs/Schedule .....	First Place
Fair Sponsorship Involvement (Pacific Gas & Electric Company) .....	First Place
Fairtime Website – marinfair.org .....	First Place
Generational Marketing (Youth in Arts Day) .....	First Place
News Photo (Pig Races).....	First Place
Give It Your Best Shot (Photo Contest) - Entertainment .....	First Place
Competitive Exhibit Handbook .....	First Place
Theme Program (The Greenest County Fair on Earth) .....	First Place
Agricultural Education Program.....	First Place
Agricultural Program for Competitive Exhibitors.....	First Place
Competitive Exhibits Promotion.....	First Place
Our Best New Idea This Year (Alt Fuel Road Show).....	First Place
Best Competition (The Greenest County Fair on Earth) .....	First Place
New Non-Competitive Exhibit (The Green Life) .....	First Place
Overall Children's Program .....	First Place
One Program For Children (The Greening of Marin Videos).....	First Place
Fairtime Employee Program .....	First Place
Emergency Plan.....	First Place
Cutting Costs (Competitive Exhibit Displays).....	First Place
Conservation Programs or Being Green (The Greenest County Fair on Earth) ....	First Place
Non-Fair Event Sponsored by the Fairgrounds (E-Waste Day) .....	First Place
Exhibit Display Props or Methods (Baked Goods & Preserved Foods Display) ....	First Place
Innovative Use of Technology (Waterless Urinals).....	First Place
Community Relevance (Series of Marin Independent Journal Marin Voice Editorials) .....	First Place
<b>Fair Affiliated 501 (3) C Organization (Friends of Marin Center) .....</b>	<b>First Place</b>
Display Newspaper Advertising--Series .....	Second Place
Outdoor Advertising (Golden Gate Transit Bus Backs) .....	Second Place
Guerilla Marketing Tactic (Ticketmaster Campaign).....	Second Place
Fair Marketing Program (The Greenest County Fair on Earth).....	Second Place
Best Single Day Promotion (Marin Independent Journal Promotion).....	Second Place
Community Outreach Program (Play Fair).....	Second Place
Non-Traditional Revenue Generating Program (Fine Art/Craft/Photography Sales) .....	Second Place
Fair Dealer Cover Photo Contest.....	Second Place
Any Other (Vermonster Sundae Contest) .....	Second Place
Innovative Advertising Using Technology (Competitive Exhibit Department E Mail Blasts) .....	Third Place
Pamphlets, Brochures & Direct Mail (Marin Center Magazine) .....	Third Place
Display Newspaper Advertising--Single Ad .....	Third Place
Give It Your Best Shot (Photo Contest) - Agriculture or Exhibits.....	Third Place
Give It Your Best Shot (Photo Contest) - Any Other.....	Third Place
Commercial Exhibitor Handbook (Marin Marketplace Handbook) .....	Third Place
Any Other Display Advertising--Single Ad.....	Honorable Mention
Sponsorship Packet .....	Honorable Mention
Cultural Marketing (International Entertainment) .....	Honorable Mention