



ANTELOPE VALLEY  
FAIRGROUNDS

**For Immediate Release**

**Media Contact:**

Wendy Bozigian  
Director of Marketing  
661-948-6060, ext. 132  
wendy@avfair.com

## **Antelope Valley Fair and Event Center Marketing Department Recognized with 18 Awards**

**LANCASTER, CA. January 9, 2018.** The 79th Annual 2017 Antelope Valley Fair & Alfalfa Festival “Cele-grape-tion!” event was recently presented with several Marketing awards. Fair 2017 delivered a total of 18 awards, combined, from the International Association of Fairs and Expositions (IAFE), headquartered in Springfield, Mo., and Western Fairs Association (WFA), headquartered in Sacramento, CA.

Specifically, the Antelope Valley Fair won 11 ‘First Place’, 5 ‘Second Place’, and 2 ‘Third Place’ awards between the 2017 *IAFE Hall of Honor Communications Awards* and the *WFA 2017 Achievement Awards Program*. All awards for both the WFA and IAFE were in the categories of marketing, advertising and community outreach.

Over 50 Fairs in the Western United States and Canada, compete amongst Fairs of their size (attendance: 150,000-500,000) for WFA Achievement Awards. Out of 567 entries, the WFA recognized the A.V. Fair with a total of 14 Marketing Communications Achievement Awards that included: **Interim Event Rentals Innovative Marketing Strategy or Concept** – Business Appreciation Celebration, **Any Other Advertising Campaign** – Valpak Mailer to win wristbands, **New Innovative Use of Technology** – Drone Video series shot and created by professional FAA drone pilot Mauricio Escobar, DroneXposed, **Fair time Poster/Fair time Advertising Poster** – Cele-grape-tion theme art, **Outdoor Advertising Campaign** – AVTA Bus Ads: “Best Day Ever!” promotion in the Fair B.O.G.O Food Coupon Book, **New Community Outreach Program** – Military Appreciation Day featuring new Military Loved Ones dog tags and entertainment by Rat Pack Ricky (Rick Medlin, Jr.), **Theme Program** - Cele-grape-tion theme art, **Fair time Innovative Marketing Strategy or Concept** - \$18 Season Admission Pass, **New Children's Program** - Little Wrangler Round Up, **Social Media Campaign**, and four **Give it your best Shot** photos of decorated brooms (Exhibits), Military veteran walking in on red carpet for Military Appreciation Day (Community), Little Wrangler competitors and their goats (Animals), and the Ferris wheel with fireworks in the background (Carnival).

The Fair was also awarded 2, First place awards for: **Miscellaneous Use of Technology to Promote Fair/Event** - drone videos series, **Promotional Event** - Military Appreciation Day, Second place for **Commemorative Poster** - Cele-grape-tion theme art, and Third place for **Social Media/Mobile Campaign** - Fair time promotions, from IAFE. There are a total of 21 award categories for the IAFE Communications Awards, each divided into 5 divisions by attendance, that a Fair or Expo can enter. Entries are evaluated and judged by a team of industry leaders that are selected from the membership of IAFE, which has over 1,200 Fair and

Exposition members from around the globe. The purpose of both competitions is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

President Howard Harris of the Antelope Valley Fair Association Board of Directors commented, "We are very proud of the accomplishments and recognition our Marketing Department re-

ceived through these contests. Based on what I have seen of their preliminary plans for the 2018 Fair, I am confident we will continue to see award winning advertising campaigns and promotions for our fairgrounds.”

Director of Marketing, Wendy Bozigian added, "The competition between such high caliber marketing teams was stiff in all categories for both organizations. Being recognized by our WFA and IAFE peers with awards for the 2017 Antelope Valley Fair & Alfalfa Festival Marketing campaign and interim events is both an honor and gratifying."

Other members of the A.V. Fairgrounds Marketing Department include Graphic Designer, Maby Hernandez; Assistant Graphic Designer, Trevor Deal; and Marketing Assistant, Melissa Duenas.

### **Western Fairs Association (WFA) - Marketing Achievement Awards**

#### **FIRST Place**

**Interim Event Rentals Innovative Marketing Strategy or Concept** – Business Appreciation Celebration

**Any Other Advertising Campaign** – Valpak Mailer to win wristbands

**New Innovative Use of Technology** – Drone Video series

**Fair time Poster/Fair time Advertising Poster** – Cele-grape-tion theme art

**Outdoor Advertising Campaign** – Bus Ads: “Best Day Ever!” promo/Coup. Book

**New Community Outreach Program** – Military Appreciation Day

**Give it your best Shot** – Exhibits (Decorated Brooms)

**Give it your best Shot** – Community (Veteran - Military Appreciation Day)

**Give it your best Shot** – Carnival (Ferris wheel w/fireworks in background)

#### **SECOND Place**

**Theme Program** – Cele-grape-tion

**New Children’s Program** – Little Wrangler Round Up

**Social Media Campaign** – Fair-time promos

**Fair time Innovative Marketing Strategy or Concept** - \$18 Season Pass

#### **THIRD Place**

**Give it your best Shot** – Animals (Little Wrangler kids w/goats)

### **International Association of Fairs & Expositions (IAFE) Hall of Honor Communications Awards**

#### **FIRST Place**

**Miscellaneous Use of Technology to Promote Fair/Event** - Drone video series

**Promotional Event** - Military Appreciation Day

#### **SECOND Place**

**Commemorative Poster** - "Cele-grape-tion" theme art

#### **THIRD Place**

**Social Media/Mobile Campaign** - Fair time promotions

August 17 – August 26, 2018  
“Holy Cow, We're 80 Now!”  
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