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## **FOR IMMEDIATE RELEASE**

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### **SANTA CLARA COUNTY FAIR TO BE HONORED FOR EXCELLENCE**

San Jose, CA – The 2012 Santa Clara County Fair will be honored by the Western Fairs Association (WFA) for excellence in a variety of categories. WFA membership is made up of more than 800 fairs, festivals and related businesses located in the Western United States and Canada.

Over 500 entries were considered and the Santa Clara County Fair won a slew of first, second and third place awards in a wide variety of categories:

New Innovative Use of Technology	First Place
Fairtime Innovative Marketing Strategy	First Place
New Community Outreach Program	First Place
Facility website	Second Place
Non Fairtime Events	Second Place
Radio Advertising	Second Place
Competitive Exhibit	Second Place
Newspaper Ad – Color	Third Place
Fairtime Website	Third Place

The awards will be presented during the annual WFA Convention scheduled for the third week of January, 2013 in Reno, Nevada.

The Santa Clara County Fair is more fun than a family can have in a single day for a price any family can afford. The Fair will run August 1-4, 2013, and information on plans for the Fair will be updated and available on line at [www.thefair.org](http://www.thefair.org)

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