

# PRESS RELEASE

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## **FOR IMMEDIATE RELEASE**

### **Ventura County Fairgrounds & Event Center Earns Top Industry Awards**

**Ventura, California** - The Ventura County Fairgrounds & Event Center is proud to have recently earned multiple top industry awards from the Western Fairs Association for its 2024 Fair achievements.

Founded in 1922 and incorporated in 1945, the Western Fairs Association (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.

WFA awards received by the Ventura County Fairgrounds & Event Center include 19 first place honors for categories that include:

- Television ads
- Social media ads
- Radio ads - English & Spanish
- Outdoor advertising
- Theme program
- Overall marketing campaign
- New Fairtime Event, Exhibit or Program
- New Cultural Program
- Interim events
- Competitive exhibits marketing
- Creative promotions to combat inflation in the fair industry
- and more

"We are honored to have received so many awards; it is a reflection of the hard work and dedication of the Fairgrounds staff who plan and execute the annual Fair," said Heidi Ortiz, Fairgrounds CEO.

Planning for the 2025 Ventura County Fair is underway. The Fair will take place July 30 through August 10.

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**About the Ventura County Fair:**

Enjoy 'Waves of Fun' at the 2025 Ventura County Fair! The excitement starts now, with contests, big announcements, community programs, and more! This year's Ventura County Fair will feature new rides, elevated experiences, and an entertainment lineup not to be missed! Details available at [www.VCFair.org](http://www.VCFair.org) and on social media channels @VCFairgrounds.