



# WAUKESHA COUNTY FAIR ASSOCIATION, INC.

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## FOR IMMEDIATE RELEASE

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## Waukesha County Fair Association and Image Makers Advertising Win Five Marketing Awards at International Association of Fairs & Expositions

*Certified Fair Executive and Waukesha County Fair Association Executive Director Shari Black accepts awards, presents, and moderates at IAFE*

The Waukesha County Fair and Image Makers Advertising were awarded three first place, one second place, and one third place in the communication awards at the annual International Association of Fairs & Expositions (IAFE).

- 1<sup>st</sup> Place – Category 6 – Sponsorship Brochure
- 1<sup>st</sup> Place – Category 11 – Misc. Marketing/Promotional Display – Hot Air Balloon Sign
- 1<sup>st</sup> Place – Category 19 – Mobile Website
- 2<sup>nd</sup> Place – Category 8 – Printed Promotional Material – Fair Brochure
- 3<sup>rd</sup> Place – Category 18 – Website

“I was ecstatic when I heard that we had won,” says Waukesha County Fair Executive Director Shari Black. “I couldn’t wait to share the news with our ad agency, Image Makers Advertising, and let them know that their hard work and creative insight would be honored and on display at convention.”

In 2013, Black graduated from the IAFE’s Institute of Fair Management program and became a Certified Fair Executive in 2014. Black introduced the scholarship winners for the Institute of Fair Management at this year’s convention; she was a recipient of these scholarships in the past. Black was also a seminar presenter and workshop moderator at this year’s convention. The Waukesha County Fair attends the IAFE convention each year to attend seminars on all aspects of a fair, discover new entertainment acts, book vendors at the trade show, listen to industry speakers, and network with peers.

### About IAFE

The IAFE is a voluntary, not-for-profit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. The IAFE began in 1885 with a half dozen fairs. Today, the IAFE represents more than 1,100 fairs around the world and more than 900 members from allied fields. Throughout the years, the IAFE has remained true to its purpose of promoting and encouraging the development and improvement of agricultural fairs, shows, and expositions.

### About Image Makers Advertising

Image Makers Advertising is a full-service advertising agency located in historic downtown Waukesha. The agency is dedicated to creating, planning, and executing advertising for a wide array of clients in the Midwest. 2015 marks the company’s 32nd anniversary.

### About Waukesha County Fair

July 20 through 24, 2016 marks the 174<sup>th</sup> anniversary of the Waukesha County Fair, the oldest Fair in the state of Wisconsin. Now thru December 31, Stocking Stuffer Advance Admission tickets for the 2016 Fair are available online at the lowest price of the year: \$5.00 for adult and \$2.00 for children. Tickets can be purchased at [WaukeshaCountyFair.com](http://WaukeshaCountyFair.com).

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The Waukesha County Fair Association is a nonprofit volunteer organization that is completely separate and receives no funding from Waukesha County or the City of Waukesha. Its mission is “to provide quality family entertainment which preserves our rural heritage and is dedicated to educating and entertaining all ages in Waukesha County and surrounding communities.”

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\*Photo Attached



**Waukesha County Fair Executive Director Shari Black (left) and Image Makers Advertising Social Media & PR Coordinator Sarah Zubarik at the IAFE convention with their first place plaques.**