



For Immediate Release – January 9, 2017

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Gold Country Fairgrounds Board Names New CEO

New CEO brings business development, accounting, marketing, management and fundraising experience to job.

Auburn – The Gold Country Fairgrounds Board of Directors announced this week the appointment of Don Ales as the new Chief Executive Officer (CEO) of the Gold Country Fairgrounds, effective January 9, 2017. The Board of Directors conducted an extensive search which produced interest from talent from various counties.

Don brings a wealth of knowledge and experiences to the position, most notably his current role as President of the Heritage Foundation, a 501(c)3 Non Profit whose sole purpose is to raise funds to maintain the vitality of the Fair for the community to enjoy.

“We are excited to have Don join the Fairgrounds team and lead the organization in the future, said Tim Sands outgoing President of the Fair Board. “This was an extensive process with many applicants, and we are confident that Don’s accomplishments, his active involvement in the community, business and fundraising background will serve the Fairgrounds well.”

Don Ales will begin as CEO at the Gold Country Fairgrounds on January 9, 2017. He replaces Laurie Johnson who became the CEO of the Fairgrounds in 2010 and had been with the Fairgrounds for a number of years prior to her move as the CEO. Laurie retired from the Fairgrounds in October and plans to spend more time with her family and devote more attention to the family cattle ranch.

For more information about the Fairgrounds, visit www.goldcountryfair.com