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the **TRAVELING GAME SHOW**™

The most unusual grounds entertainment you have ever seen. When this attraction makes its grand entrance, nobody misses it! From built-in sound systems, flashy banners, special effects and prizes, to the energetic game show host; this is a great crowd pleaser. Everyone loves to win, and with the Traveling Game Show™ everybody has a chance!

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How does it work? It's easy!

The game is played by everyone at the same time. The host asks a question and the first one to yell out the correct answer wins a "good luck Mardi Gras necklace." Why "good luck"? Because if you win three, they can be traded in for a number on the front of the Traveling Game Show™. Each number is hooked to a sound effect, which tells the host what "valuable prize" you have won. These prizes are lots of fun: bubble soap, airplane gliders, toy cars, jewelry, calculators and more. This fast-paced game is offered FREE to your guests, with questions aimed at every age group, and prizes galore that anyone can win.

The Sponsor Can Be The Star!

There is nothing better for audience participation, offering incredible possibilities to your sponsors. The Game Show can promote a sponsor for the run of the fair, or various sponsors for a day or for selected shows. The sponsor becomes the star. There are questions about the sponsor, prizes from the sponsor and trackable results for the sponsor. The best grounds entertainment that will surprise and delight your guests is the Traveling Game Show™; your winning ticket.

Even those who just watch - walk away with a smile!

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ATTRACTION OF THE DAY

Mind games, anyone?

Traveling Game Show
tests mental acuity.

BY MARC BENJAMIN
THE FRESNO BEE

Ernie Guderjahn is a one-man game show, a regular Alex Trebek on wheels.

Guderjahn strolls the grounds of The Big Fresno Fair as the walking centerpiece of a shiny and strange-looking four-wheel vehicle he calls the Traveling Game Show.

The Traveling Game Show, free with fair admission, consists of four tape decks, a 650-watt amplifier, a music machine with 500-song capacity, a sound-effects machine, compact disc player and 12-volt batteries.

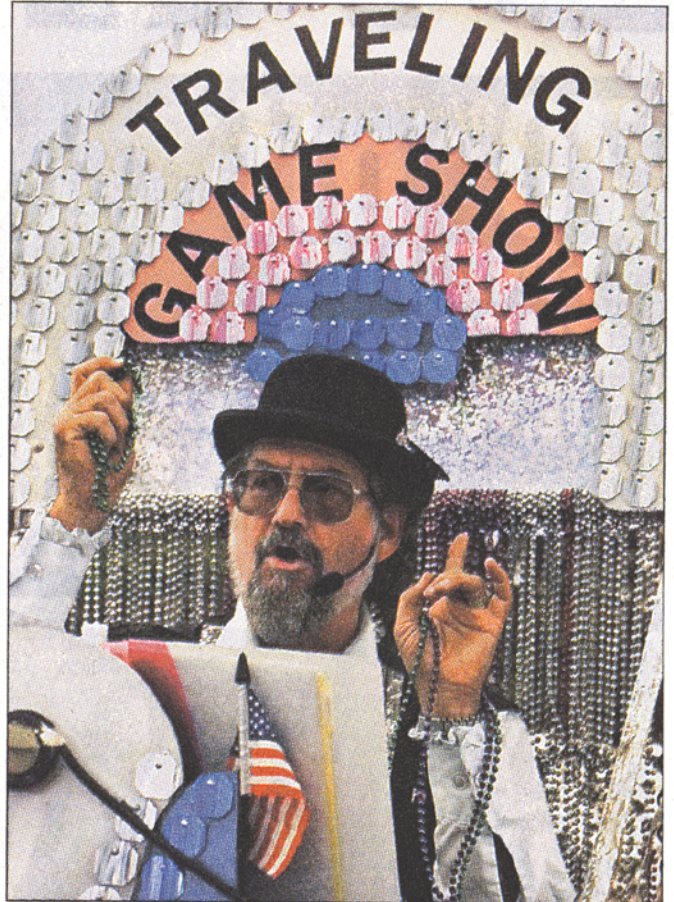
And when Guderjahn stops, the trivia starts.

He asks questions, and the audience answers. When someone answers correctly, Guderjahn tosses the audience member a string of Mardi Gras beads.

The game moves fast, and top prize winners — those who answer bonus questions or trade in their three strands of beads — left Wednesday with pens or a toy figure that rattles down a wall when tossed against it.

Question topics range from the basic to the somewhat obscure — from “Last of the Mohicans” characters and the Marx Brothers’ real names to birthstones and the solar system.

“It gets them to think,” said Gud-



DARRELL WONG — THE FRESNO BEE

Ernie Guderjahn gives Mardi Gras beads to people who answer trivia questions correctly during his performances at The Big Fresno Fair.

erjahn, who lives in Murrietta and wrote old West and other performance shows for Knott's Berry Farm and Magic Mountain amusement parks before taking his show on the road.

“It’s a game built for people who like to think; it’s not like most games at the fair that require hand-eye coordination.”

Often, he said, astute players are confined to a wheelchair. “I also find a lot of bashful kids will come out of their shell because they can shout something out and have anonymity,” Guderjahn said.

The key to answering Guderjahn’s queries is listening to the questions.

“The question itself is the key to the answer,” he said. “This is a very out-of-the-box form of entertainment for a fair. The bottom line is that you learn.”

Seated in the Country Corral with three strands of beads around his neck, Brad Evans and his friend, Jamey Thompson, said they were impressed by Guderjahn’s quiz show.

“We have kids who would get some of those questions, too,” Evans said.

Added Thompson: “It’s a nice, relaxing form of entertainment.”

► The reporter can be reached at mbenjamin@fresnobee.com or 441-6166.