



Cool Stuff Design

Building Memories at The Big Fresno Fair

Table Mountain Rancheria Park has a new addition to feature at this year's Fair – The Water Tree, solar powered by PG&E, is guaranteed to provide tons of fun for children and parents! Cool Stuff Design, a new company located in Fresno, has completed the first phase of this two-phase masterpiece that will not only create cool memories for you and your family, but will educate them about the vital water and eco systems here in the Central Valley.

James Powell, the founder of Cool Stuff Design, was originally part of the Daniels Woodland team that created the other Table Mountain Rancheria Park features since 2005: Dairyville USA, Land O'Lakes Butter Barn Laser Shooting Gallery, Catfish Falls, Pirates in the Park, Fort Fresno, McCaffrey Miner's Town and the Granville Homes Horse Palace Tree House. These family-friendly attractions have become a popular area for Fairgoers and their families.

Partners of Cool Stuff Designs include Powell and Terance Frazier. Primarily, their business focuses on themed environments and bringing people's artistic visions to life! Current and past projects include Fresno's Storyland and Playland; Pismo Restaurant in Riverpark and Yosemite Ranch Steakhouse, as well as others.

"Of all the additions in Table Mountain Rancheria Park, I know The Water Tree will be the most spectacular," said Powell. "I give credit for the project to the Fair's CEO, John Alkire. His vision for the park and The Water Tree are among some of the most creative and ambitious ideas for this type of environment that I have ever heard of!"

Did you know?

- It took two semi trucks full of foam to create the molding of the tree and more than 50,000 leaves were used on the branches!
- More than 10 tons of steel, 20,000 feet of recycled lumber and 1,000 feet of bamboo imported from Thailand were utilized for the construction!

Interviews Available: James Powell, Cool Stuff Design & John C. Alkire, CEO, Big Fresno Fair

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