

PRESS RELEASE



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Extreme Action Excitement Returns to the 2016 Alameda County Fair

Pleasanton, Calif. – Back by extreme popular demand: Action Sports return to Alameda County Fair this year with more featured shows and an expanded spectator arena.

Fans of high-octane entertainment can look forward to a different featured show each weekend including Monster Trucks, Demolition Derby and Extreme Rodeo, plus Freestyle Motocross shows daily. Special one-day events, Fiesta Del Charro and RV Demolition also return, plus Flat Track Quad Racing, Trick Roping and the K-9 Kings Flying Dog Show, all new to the Fair this year.

“The extreme action shows were such a hit last year, we are not only bringing it all back, we are offering more of it this year along with a bigger arena and more seating,” said Judy Carrico, Operations Manager. “And, the best part...it’s still all free with admission.

The newly expanded Action Sports Arena offers 1,000 more seats than last year. All nighttime shows will begin an hour earlier at 7:00 p.m. this year so guests can also attend the featured Big O Tires Concert at 8:00 p.m. if they choose. Visit www.alamedacountyfair.com for more information and updated schedule.

Action Sports Arena Shows:

EXTREME RODEO
June 17-18, 7pm

FIESTA DEL CHARRO
June 19, 7PM

Continued:

MONSTER TRUCKS

June 24-26, 7pm

DEMOLITION DERBY

July 1-2, 7pm

RV DEMOLITION

July 3, 7pm

TRICK ROPING – Featuring “El Charro” Tomas Garcilazo

Wednesday & Thursday – 6/15, 6/16

1:30pm, 4pm, 6:30pm

Tuesday – Thursday – 6/21-6/23

1:30pm, 4pm, 6:30pm

K-9 KINGS FLYING DOG SHOW

Tuesday-Thursday – 6/28, 6/29, 6/30

1:30pm, 4pm,

FLAT TRACK QUAD RACING

Dates & showtimes TBA – check Fair website for schedule

FREESTYLE MOTOCROSS

June 15 – July 3

Tuesday – Thursday – 6/15, 6/16, 6/21, 6/22, 6/23

12pm, 3pm, 5pm, 8pm

Friday – Sunday -- 6/17, 6/18, 6/19, 6/24, 6/25, 6/26

12pm, 3pm, 5pm

Friday – Sunday – 7/1, 7/2, 7/3

12pm, 2:30pm, 4:30pm

2016 Alameda County Fair Information

Dates: June 15 – July 4 (Open Tuesday – Sunday, plus Monday, July 4th)

Hours: 11 a.m. – 11 p.m. daily

Carnival Hours: Tues -Thurs, 12 p.m. to closing, Fri-Sun, 11 a.m. to closing

Horse Racing: June 16 - 19, June 23 --26, and July 1 - 4

Big O Tires FREE Concerts: 8 p.m. – 9:15 p.m., nightly. Special effects fireworks show with video celebrating local youth immediately following concerts.

Monday, July 4th: Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland Symphony, 9:30 p.m., Budweiser Grandstand.

Gate Admission*:

- Adults (13-61) -- \$12
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- Carnival Wristbands - \$30 / Tues-Thurs, \$35 / Fri-Sun

*Purchase in advance (by June 14) and save up to 33%

Special Pre-Fair Pricing (until 6/14/15):

- Adults (13-61) --\$10
- Seniors (62+) --\$8
- Kids (6-12) --\$8
- Carnival Wristbands --\$25
- Season Pass (admission for all 18 days) - \$36
- Fun Pack (4 general admission tickets and 1 parking pass) - \$40

Special Days (ALL SPECIAL PRICING ENDS AT 5 P.M.):

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- Opening Day: June 15 -- \$1 Admission & \$1 Rides, UNTIL 5 P.M.
- Sunday, June 19 – Dads get FREE admission until 12 P.M. NOON Presented by John Muir Health
- \$2 Tuesdays: June 21 & 28 -- Enjoy \$2 admission and \$2 samples of select Fair treats, UNTIL 5 P.M.
- Seniors FREE Thursdays (62+) – June 16, June 23, & June 30, UNTIL 5 P.M.
- Kids FREE Fridays (12 and under) – June 17, June 24, & July 1, UNTIL 5 P.M. Presented by Xfinity
- Feed the Need Food Drive & \$1 Rides, benefitting Alameda County Food Bank. (Bring 4 non-perishable food items and receive FREE admission) – June 22, UNTIL 5 Proudly Presented by Safeway
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

Continued:

Big O Tires Presents 2016 Concert Series:

- 6/15 – Cinderella's Tom Kiefer
- 6/16 – Tony! Toni! Tone!
- 6/17 – Queen Nation
- 6/18 – Con Funk Shun
- 6/19 – Eric Burdon & The Animals
- 6/21 – Paperback Writer – The Beatles Experience
- 6/22 – Joe Nichols
- 6/23 – Tower of Power
- 6/24 – Great White
- 6/25 – Smash Mouth
- 6/26 – LeAnn Rimes
- 6/28 – Journey Revisted
- 6/29 – BJ Thomas
- 6/30 – Kool & The Gang
- 7/1 – Expose
- 7/2 – The Guess Who
- 7/3 – Crystal Gayle
- 7/4 – Red, White & Blues Festival (1 p.m. – 9 p.m.)

The Alameda County Fair is operated by the non-profit Fair Association without any tax funding from the government. It is ranked one of the Top 50 North American Fairs and the 7th largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.