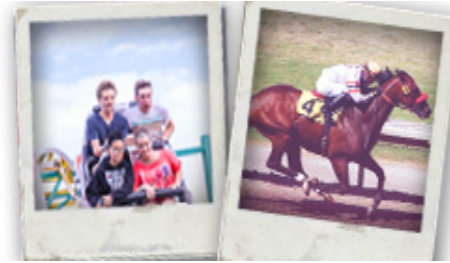


PRESS RELEASE



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Alameda County Fair Announces 2016 Big O Tires Concert Series Line Up

Kool & the Gang, LeAnn Rimes, Tower of Power, and Many More
Premium Reserved Seats Available for Select Shows

Pleasanton, Calif. – The Big O Tires Concert Series ranks as one of the Fair’s most anticipated attractions every year and the 2016 line up promises to be one of the best with exciting, big-name shows for fans of every style of music.

Tom Kiefer of 80’s glam band, Cinderella, kicks off the series on opening day (6/15), followed by R&B superstars, Tony! Toni! Tone! (6/16). Queen Nation rocks the Queen classics on Friday, 6/17, and Con Funk Shun returns once again to get funky with their many loyal followers on Saturday, 6/18.

Bring dad to the Fair on Father’s Day, Sunday, 6/19 and rock out to 60’s blues rock legend Eric Burdon & The Animals. Dad will groove to hits such as “House of the Rising Sun,” “Spill the Wine” and many more, so break out the tie-dye and celebrate his day in style.

For a true Beatles experience, acclaimed tribute band Paperback Writer kicks off the second week on Tues., 6/21, followed by country star Joe Nichols (6/22), fan favorite Tower of Power (6/23), 80’s rockers Great White (6/24), pop all-stars Smash Mouth (6/25) and pop/country powerhouse LeAnn Rimes (6/26).

The stars continue to roll out the final week with the return of tribute favorite Journey Revisited (6/28), pop/country legend B.J. Thomas (6/29), pop/R&B swing kings, Kool & The Gang (6/30), 80’s femme fatale trio, Expose (7/1), 60s/70s classic hit-makers, The Guess Who (7/2) and, finally, pop/country superstar Crystal Gayle on Sunday, July 3. All shows start at 8 p.m. nightly. As always, the popular Red, White & Blues festival will run all day (1 p.m. to 9 p.m.) on the 4th of July. For more information, visit www.alamedacountyfair.com.

Continued:

And for the first time, fans wanting guaranteed great seats to see their favorite performer can now purchase front-section reserved seats in advance. A limited number (500) of “Premium Reserved” seats for select shows are currently available for purchase through the Fair’s website for \$19.95, including Fair admission. Reserved seating for some shows have sold out but **all open seating (2500 seats) remains free with admission for every show**. Reserved seating replaces the early-entry wristbands of past. For more information or to purchase tickets, visit: www.alamedacountyfair.com.

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 “Kids....The Spirit of Tomorrow” celebrating local youth immediately following concerts.

Monday, July 4th: Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland East Bay 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 – Tues–Thurs, \$30, Fri-Sun, \$35

*Purchase in advance (before 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

Continued:

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.
- \$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.
- 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
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

2016 Big O Tires 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 – B.J. 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.