



PRESS RELEASE

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Iconic Budweiser Clydesdales to Appear at 2016 Alameda County Fair



If you've always wanted to see the beautiful Clydesdale horses from the commercials up close, now is your chance. The world-famous Budweiser Clydesdales, the symbol of quality and tradition for Anheuser-Busch for 79 years, will appear at Alameda County Fair June 15 – 25, 2016.

The eight-horse hitch will be on display near the Fair's Grandstand area for the duration, and on parade daily at 2:30pm (Fridays at 3:30pm) starting June 16. Visit the Fair's website at www.alamedacountyfair.com for complete schedule and more information.

Continued:

The appearance by the spectacular “Gentle Giants,” as they are often referred to, is one of hundreds made annually by the traveling hitches.

Horses chosen for the Budweiser Clydesdale hitch must be at least four years of age, stand approximately 18 hands – or six feet – at the shoulder, weigh an average of 2,000 pounds, must be bay in color, have four white legs, and a blaze of white on the face and black mane and tail. A gentle temperament is very important as hitch horses meet millions of people each year.

Each hitch travels with a Dalmatian. In the early days of brewing, Dalmatians were bred and trained to protect the horses and guard the wagon when the driver went inside to make deliveries.

For the complete Budweiser Clydesdale press kit, including photos and fact sheets and a way to request video, visit <http://www.anheuser-busch.com/s/index.php/our-heritage/budweiser-clydesdales/>.

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 (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

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
- \$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.

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.