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Contact: Angel Moore, Marketing 925-426-7565, mobile 925-567-6588,
amoore@alamedacountyfair.com

2016 Alameda County Fair Goes Out With a Bang on July 4th

Fourth of July Fireworks Spectacular Featuring the Oakland Symphony, Big O Tires Concert Series, Action Sports Shows, *Red, White & Brew Fest* & Stakes Races highlight Fair

Pleasanton, Calif. – Following an extended 18-day run, Alameda County Fair concluded its 2016 season Monday night with a packed house and a spectacular fireworks display set to live music performed by the Oakland Symphony. Attendance for the Fair's annual 4th of July celebration totaled 51,376.

2016 Fair highlights:

- Kool & the Gang, Tower of Power, Smash Mouth, LeAnn Rimes, Joe Nichols, Eric Burdon & the Animals and The Guess Who were among the top-attended shows presented by the Big O Tires Concert Series.
- Premium Reserved Seats, a new service offered for the first time this year, was a hit with fans. The limited number of seats sold out for most shows in advance. Free general admission seating remained available for all shows.
- The Fair's first *Red, White & Brew Fest*, a craft beer festival held at the Fair's infield track on Saturday, July 2, drew more than 1,300 Craft Beer Lovers. Tickets to the event were sold online and on site the day of the event.
- The newly expanded Action Sports Arena featured different shows each weekend including Extreme Rodeo, Monster Trucks and Demolition Derby. Freestyle Motocross exhibitions featuring a new snowmobile jumper were showcased daily in the Arena.

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- Additional featured attractions included the Budweiser Clydesdales, Acrobats of Hebei, China and the Gold Star Tribute Wall, a traveling memorial for fallen soldiers.
- The Junior Livestock Auction held on July 3 achieved a record-breaking sale when a special pig named Courage presented by "Team Keegan" sold for \$108,000 (approximately \$400.00 per pound.) The pig was auctioned as a fundraiser to benefit Keegan Cowell Lyons, a 5-year-old Livermore boy battling leukemia.
- The Fair's educational exhibits, attractions and activities for kids included STEAM-themed weekends, Discovery Quest, Storyville, Petting Zoo, the Barnyard, World of Reptiles and more. Once again, the Fair offered all elementary schools in Alameda County a free ticket for every student as part of *Summer Learning Fun*, a ticket-gifting program created to promote educational activities while kids are out of school.
- The 3rd Annual SNACKDOWN produced a new Grand Champion for 2016 -- the Churro Gelato Sandwich. Other top winners included the Chile Relleno Burrito, Pickled Cheese on a Stick and Deep Fried Nachos. "The Elvis" -- a big burger topped with peanut butter & jelly, thick-cut bacon and a fried egg -- didn't take the prize but did win a lot of foodie hearts and media attention.
- Oaktree at Pleasanton horseracing continued through the 4th of July as well, with 3 stakes races held during the final weekend. Fans can look forward more racing in September and October when the Pleasanton Track hosts its first Fall race meet.

Along with the new attractions, Fair fans also enjoyed perennial favorites including the Alaskan Pig Races, carnival rides & games, competitive exhibits, livestock showing and plenty of great Fair food.

2016 Alameda County Fair by the numbers:

TOTAL ATTENDANCE: **450,806**
Total Vehicles Parked – **109,547**
4th of July attendance – **51,376**

HORSE RACING
Horse Racing Track Attendance – **44,443**

Continued:

EXHIBITS

Competitive exhibits entries – **19,011**
Exhibitors – **5,139**
Jr. Livestock Auction – **\$824, 700**
Small animal sales – **\$48,621**
Fine Art sales -- **\$16,930**

FOOD CONSUMED

Corn Dogs – **50,023**
BBQ Turkey Legs – **16,512**
Burgers – **24,599**
Funnel Cake – **24,463**
Cotton Candy – **6,203**
Lemonade – **25,087**

FEED THE NEED FOOD DRIVE

Pounds of food donated – **15,691**
Total meals – **13,075**

DROP ZONE DRIVE – Blue Star Moms

Total Estimated Care Packages -- **427**

VOLUNTEER PROGRAM

Fair volunteers -- **670**
Volunteer hours -- **9800**

WEBSITE & SOCIAL MEDIA

Users – **403,113**
Website visits – **633,695**
Page visits – **1,397,281**
Facebook Fans – **100,409**
Twitter Followers @ACFair – **3,821**
Instagram Followers – **8,177**

The Alameda County Fair wishes to thank all who attended, competed, worked, volunteered, entertained, cooked, served and sold. You all make the Alameda County Fair a community tradition and success year after year. We look forward to seeing you again in 2017!

The Fair Association

The Alameda County Fair is operated by the Fair Association, a non-profit organization, 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.