

PRESS RELEASE



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Nearly 8 Tons Collected at 2016 Alameda County Fair "Feed the Need" Food Drive

Pleasanton, Calif. – Alameda County Fair's annual "Feed the Need" Food Drive on June 22 brought in nearly 8 tons of food for distribution to needy residents by the Alameda County Community Food Bank. Safeway supported the event through in-store promotion at select area stores.

Katherine Avila, ACCFB Food Drive Coordinator and organizer of the event, reported a total of 15,691 pounds collected, which will provide roughly 13,075 individual meals. "Feed the Need" day is the largest one-day in Alameda County held during the summer months.

Alameda County Fair offers free admission and \$1 rides to each person who contributes 4 or more canned and packaged food items of between 11am to 5pm the day of the Food Drive. Safeway also provided \$5.00 store coupons for each donation received at the drop sites.

Alameda County Community Food Bank serves 49,000 people each week, the majority of recipients being children and seniors. Avila stressed that the timing of the Fair's Food Drive is critical since kids are on summer break and school is often the only place many of them receive regular meals.

On Wednesday, June 29, Alameda County Fair will host another drive benefitting the local Blue Star Moms, a group that sends care packages to deployed U.S. Troops in the Middle East. For more information 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 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

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

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- \$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.
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

Big O Tires Presents 2016 Concert Series:

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.