



PRESS RELEASE

News Release: June 18, 2016

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Safeway Teams Up with Alameda County Fair & Alameda County Community Food Bank to "Feed the Need"

Get one FREE Fair admission with each donation of 4 food items

Wednesday, June 22

11 a.m. to 5 p.m.

Pleasanton, Calif. – Alameda County Fair’s annual “Feed the Need” Food Drive benefitting Alameda County Community Food Bank happens this Wednesday, June 22, and is receiving extra support from Safeway. The goal for the one-day event is to collect 30,000 pounds of food.

Safeway is teaming up to raise awareness for the event by providing in-store promotion in select locations throughout the area. The first 6,000 participants will also receive a \$5.00 Safeway coupon in addition to free Fair admission with each donation.

“We are extremely pleased and grateful to have Safeway’s support for our “Feed the Need” Food Drive, said Katherine Avila, ACCFB Food Drive Coordinator and organizer of the event. “This time of year food donations are needed more than ever since kids are out of school for the summer and school is often the only place many of them receive regular meals. With Safeway’s help, I believe we can reach our goal and help even more people truly in need.”

Alameda County Fair offers free admission and \$1 rides for each individual who contributes 4 or more canned and packaged food items of between 11 a.m. to 5 p.m. Collection sites are located at all four gated entrances at the Fairgrounds. Last year’s drive collected 22,420 pounds of food. “Feed the Need” day is the largest one-day, summer food drive in Alameda County.

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
- 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:

6/18 – 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.