

## PRESS RELEASE



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### **2016 Alameda County Fair Previews Exciting Opening Weekend**

**Get set for Live Horse Racing, Extreme Rodeo, Budweiser Clydesdales, 3<sup>rd</sup> Annual SNACKDOWN, Father's Day, Festival Latino, Acrobats of Hebei & Big Concerts**

**Pleasanton, Calif.** – Get in to the Spirit of Summer at Alameda County Fair's and enjoy all of the non-stop attractions planned for opening weekend:

- The Big O Tires Concert Series features Queen tribute band Queen Nation on Friday 6/17, Con Funk Shun, Saturday 6/18 and Eric Burden & the Animals on Sunday 6/19. Concerts are free with admission, every night at 8 p.m.
- Flying U Extreme Rodeo debuts as the first of three new Action Zone attractions on June 17 & 18, and Fiesta Del Charro on June 19. All shows start at 7 p.m.
- The Fair celebrates Father's Day, Sunday, June 19, with free admission for all dads the first hour (11 a.m. – 12 p.m.) and special attractions and promotions throughout the day. Dads & kids will enjoy the "Pop Hop" (Hippity Hop races) at the track in between horse races.
- Festival Latino Day, sponsored by Univision, offers a variety of cultural entertainment including Fiesta Del Charro, music, dancers, clowns, children's Storyville in Spanish, and much more.
- Fans of fair food will enjoy the return of the SNACKDOWN on Saturday, June 18 at 4 p.m. at the Grandstand Stage, The Fair's top food vendors bring their best new menu items to compete for the prized championship belt.
- A new season of Oak Tree at Pleasanton Horse Racing runs all weekend long. Visit the Fair's website for complete racing schedule and information. Racing runs June 16-19, 23-26 and July 1-4.
- The Chinese Acrobats of Hebei bring cultural tradition and amazing athleticism to the Fair. Three shows daily at the new Agventure Park Stage.

Visit [www.alamedacountyfair.com](http://www.alamedacountyfair.com) for complete schedule and more information.

## 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 4<sup>th</sup>:** 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 7<sup>th</sup> largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.