



## PRESS RELEASE

News Release: May 23, 2016  
Contact: Angel Moore, Marketing 925-567-6588  
[amoore@alamedacountyfair.com](mailto:amoore@alamedacountyfair.com)

### **Alameda County Fair Introduces the *Red, White & Brew Fest* - Craft Beer Sampling & Live Horseracing Infield Special Event**

Pleasanton, Calif. -- Just when craft brew enthusiasts thought it couldn't get any better than a day dedicated to beer tasting, Alameda County Fair introduces the *Red, White & Brew Fest*, an exclusive sampling party happening at the Budweiser Grandstand infield track during live racing.

The event will be held at a private, open-air tent suite located inside the historic track on Saturday, July 2. Besides unlimited sampling of dozens of varieties of unique craft beers, attendees can also enjoy lawn games, wagering -- and the thrill of live horse racing up close.

VIP - \$70.00

Time: 2 p.m. to 6 p.m.

Includes Fair & *Red, White & Brew Fest* admission, 1-hour early entry privilege, souvenir tasting glass, appetizers, bar snacks, \$2 racing voucher, racing program and tip sheet.

General Admission - \$40.00

Time: 3 p.m. to 6 p.m.

Includes Fair & *Red, White & Brew Fest* admission, souvenir tasting glass, racing program, tip sheet and unlimited sampling.

Designated Driver \$20.

Includes Fair & *Red, White & Brew Fest* admission, racing program and tip sheet.

The *Red, White & Brew Fest* is presented by Visit Tri-Valley. Must be 21 or older to attend. For more information and to purchase tickets, visit the Fair's website at [alamedacountyfair.com](http://alamedacountyfair.com).

Continued:

*Red, White & Brew Fest 2016* Participating Breweries:

- 10 Barrel Brewing
- 21<sup>st</sup> Amendment
- Dust Bowl
- Anchor Brewing
- Black Diamond Brewing
- Craft Brands Alliance
- Deschutes Brewing
- Devil's Canyon
- Drakes
- Elevation 66
- Elysian Brewing
- Firestone Walker Brewing
- Golden Road Brewing
- Goose Island
- Hanger 24 Craft Brewery
- Hess Brewing
- Highwater Brewing
- Lagunitas
- Maveric's Brewing
- Napa Palisades
- Ninkasi
- Mendocino Brewing
- Rubicon Brewing
- Sam Adams
- Sierra Nevada
- Speak Easy Ales & Lagers
- Stone Brewing
- Sudwerks
- Trumer Brauerei

## 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 – Tues-Thurs / \$30, Fri-Sun / \$35

\*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 - Concert Series Preview:**

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.