



News Release: June 16, 2017
Contact: Angel Moore, Marketing 925-567-6588
amoore@alamedacountyfair.com

“Racing & Tasting” Returns to Alameda County Fair with Special Infield Craft Beer & Wine Events

Pleasanton, Calif. -- The *Red, White & Brew Fest* and *Sip, Savor & Wager Wine Fest* are back for live horse racing at Alameda County Fair

Both events will be held at Pleasanton’s historic infield track on race days. Besides unlimited sampling, attendees can enjoy lawn games, wagering and the thrill of live horse racing up close. Special event pricing applies.

Red, White & Brew Fest – Saturday, June 24, 2-5PM

General Admission - \$45

Designated Driver - \$20

More than 25 top breweries will be pouring a variety of craft beers.

<http://annual.alamedacountyfair.com/entertainment/live-music-special-events/red-white-brew-fest>

Sip, Savor & Wager Wine Fest – Saturday, July 1, 2-5PM

General Admission - \$45

Designated Driver - \$20

More than 50 top wineries will be pouring their best red, white & sparkling wines.

<http://annual.alamedacountyfair.com/entertainment/live-music-special-events/sip-savor-wager>

Ticket price for both events includes Fair admission, exclusive infield access, unlimited sampling, tasting glass, racing program & tip sheet. Must be 21 or older to attend.

For participating breweries & wineries or to purchase tickets, visit the Fair’s website at alamedacountyfair.com.

2017 Alameda County Fair Information

Dates: June 16-July 9 (Closed June 19, 20, 26, 27)

Hours: 11AM-11PM daily

Carnival Hours: Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 3 & 4 11AM to closing

Horse Racing: June 22-25, June 30-July 4 & July 7-9

Big O Tires FREE Concerts: 8PM-9:15PM nightly. Fireworks show immediately following at Concert Lawn.

Tuesday, July 4th: Blues Festival, 1-9PM, Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30PM at Budweiser Grandstand

Gate Admission*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 -- FREE
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun and July 3 & 4, \$35

*Purchase in advance (before June 15) and save up to 33%

Special Pre-Fair Pricing (until 6/15/17):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- Unlimited Carnival Wristbands -- \$25
- Season Pass (admission for all 20 days) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

Special Days (ALL SPECIAL PRICING ENDS AT 5PM):

- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY
- Opening Day: June 16 – Kids FREE Friday, UNTIL 5PM
- \$2 Taste of the Fair: June 22 & 29, July 6 — \$2 samples of select Fair treats, UNTIL 5PM
- Seniors FREE Thursdays (62+): June 22 & 29, July 6, UNTIL 5PM
- Kids FREE Fridays (12 and under): June 16, 23, 30 & July 7, UNTIL 5PM

Special Days -- Continued:

- Clothing Drive for Foster Kids presented by Mattress Firm: June 21, UNTIL 5PM — Bring a brand new clothing item and receive FREE admission & \$1 rides
- Feed the Need Food Drive benefitting Alameda County Community Food Bank: June 28, UNTIL 5PM — Bring 4 non-perishable food items and receive FREE admission & \$1 rides)
- First Responders Day: July 4th – Free admission until 5PM, check website for details
- July 5 - \$1 Admission & \$1 Rides until 5PM

2017 Big O Tires Concert Series:

6/16 – Sugar Ray
6/17 – Con Funk Shun
6/18 – Plain White T's
6/21 – Jana Kramer
6/22 – Tower of Power
6/23 – John Michael Montgomery
6/24 – Asia
6/25 – Rose Royce
6/28 – Clint Black
6/29 – Ann Wilson of Heart
6/30 – Super Diamond (Neil Diamond tribute)
7/1 – Sheila E
7/2 – America
7/3 – Queen Nation (Queen tribute)
7/4 – Red, White & Blues Festival
7/5 – Wynonna & the Big Noise
7/6 – Journey Revisited (Journey tribute)
7/7 – Foreverland (Michael Jackson tribute)
7/8 – Jody Watley featuring Shalamar Reloaded
7/9 – Night Ranger

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.