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## Alameda County Fair Aims to Give Back Every Year

Pleasanton, Calif. – Alameda County Fair has a long history of community service and continually seeks opportunities to assist, enable and give back each year. The following are some of the ways the Fair has helped & supported local groups and organizations throughout the East Bay in 2017:

- *Feed the Need* Food Drive – Alameda County Community Food Bank collected **23, 987** pounds of food at the annual drive on June 28 – a 60% increase over the previous year. The Fair offers free admission for each guest who contributes four or more canned/packaged food items at the gate. “Our partnership with the Fair is so vital during the summer when we know low-income children face a deeper need for food resources when school lets out,” said Katherine Avila of Alameda County Community Food Bank.
- Foster Kids Clothing Drive – On June 21, volunteers collected **1,045** articles of new clothing for distribution to foster kids living in the Bay Area. Mattress Firm (formerly Sleep Train) a long-time partner of the Fair and champion of the cause, partnered on the event. The Fair offers free admission for each guest who contributes one new child’s clothing item at the gate.
- George Mark Children’s House – On Saturday, June 24, Fair staff & entertainers brought the experience to families who have been served by the George Mark Children’s House, a home for critically and terminally ill children in San Leandro. Kids were treated to entertainment by Roberto the Magnificent and the Kid Caddie jugglers, games, cotton candy and stuffed animals donated by Butler Amusements. “People are finding solutions for sick children and their families with the heart in mind,” said Allen Bruess of Fast Track Entertainment Incorporated, “the word hospice and children shouldn’t be in the same sentence.”

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- East Oakland Youth Development Center (EOYDC) – The Center works with youth and young adults to develop the social and leadership skills needed to help them achieve success in education, career and service to their communities. For more than 10 years, Alameda County Fair has been working with the Center to assist them in providing a day at the Fair for kids in their summer program. Each year they bring approximately 250 children, youth leaders and adult leaders.
- The Ronald McDonald House at Stanford creates a home-away-from-home and supportive community for families of children with life-threatening illnesses receiving specialized treatment at local hospitals. Butler Amusements donated unlimited ride wristbands to kids and their families for their day at Alameda County Fair.
- REACH Ashland Youth Center in San Leandro offers young people ages 11-24 a variety of services and programs including a camp for true summer experiences. Alameda County Fair worked with the center to bring their kids on Kids Day. Most of their members have grown up in Alameda County and for some it was their first time visiting the Fair.
- Summer Learning Fun – Now in its 4<sup>th</sup> year, the Fair's annual ticket gifting program offers a free ticket to every student at every elementary school in Alameda County. The program was created to promote fun, engaging educational activities for kids during the summer. The Fair distributed approximately 115,000 tickets to public and private elementary schools this year
- Volunteer program – Non-profit groups can raise money when members sign up to help out at the Fair. The Fair makes a donation to each participating group or organization for every hour worked by each member.
- Non-profit ticket sales – Non-profit groups such as Scouts, school bands, cheerleaders, churches and more can also raise money through advance ticket sales. Members sell discounted admission tickets before the Fair opens and keep a portion of the total sales.
- Military Appreciation – The Fair offers free admission to anyone with valid military ID all day, every day of the Fair. This program has seen a 15% increase in 2017.
- First Responders Appreciation – Those who hold First Responder positions including fire, police, sheriff, EMTs and others were eligible to receive free admission on the 4<sup>th</sup> of July.

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- Oak Tree Racing Association – As a long-standing tradition, Oak Tree Racing Association contributes a share of proceeds from its race meets to local charities. This recipients at Alameda County Fair include Acta Non Verba, Foothill High School Band, Down Syndrome Connection of Bay Area, Harvest Park Middle School Band, Children’s Fairyland, Kids Bike Lane, Special Olympics, American High School Band, Amador High School Band, Capes 4 Heroes and Taylor Family Foundation.

For more information visit [alamedacountyfair.com](http://alamedacountyfair.com).

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The Fair Association

The Alameda County Fair is operated by the Fair Association, a non-profit organization, 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.