



News Release: July 12, 2017

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2017 Alameda County Fair Comes to a Close Following Historic 20-day Run

Opening Day Cattle Drive, Big-Name Concerts, Fireworks Show, Beer & Wine Festivals and Live Horse Racing Highlight Action-Packed Days

Pleasanton, Calif. – It’s a wrap! Following an extended 20-day run over four weekends, Alameda County Fair concluded its 105th year on Sunday with the final stretch of live horse racing, smash-n-crash fun at the RV Demolition and crowd-favorite Night Ranger rocking the Mattress Firm Amphitheater.

“It’s been one of the best Fairs in every way,” said CEO Jerome Hoban. “We sincerely appreciate the community’s enthusiasm and support for the first-ever Opening Day Cattle Drive and Western Weekend. Top that with the stellar concert lineup, our 4th of July celebration, live Action Sports and an amazing season of horse racing and it really was the Best Summer Ever. We look forward to seeing everyone again soon as Fall Racing returns this September.”

2017 Fair highlights:

- Opening Day Cattle Drive – For thousands of spectators it was sight to behold as 60 cowboys and cowgirls commandeered 150 steers through downtown Pleasanton and into the Fairgrounds to celebrate the Fair’s Opening Day on June 16. A special Western Weekend followed with a ranchers rodeo, horse show and prizes in the Action Sports Arena.
- The Big O Tires Concert Series top-attended shows included Sheila E, Clint Black, Sugar Ray, Wynonna & the Big Noise, Ann Wilson of Heart Night Ranger and John Michael Montgomery.
- The *Red, White & Brew Fest* and *Sip, Savor & Wager* Wine Festival both drew huge crowds for the special infield tasting events at the race track.

- The Action Sports Arena featured different shows each weekend including Extreme Rodeo, Monster Trucks and Demolition Derby. K9 Kings Frisbee Dog Show and Freestyle Motocross exhibitions featuring a new snowmobile jumper were showcased daily in the Arena.
- The 4th Annual SNACKDOWN crowned Doritos Corn on the Cob the new Grand Champion. Other top winners included the Deep-Fried Mac & Cheese Balls, Chicken & Rice Pineapple Bowl, the Chickie and the Gelato Donut Sandwich.
- STEAM weekends featured fun, hands-on educational exhibits and activities for kids with themes like Health & Fitness, LEGO Day, Engineering & Electronics, Agriculture & Environment and Art & Energy.
- Horse racing extended a special holiday schedule over the long 4th of July holiday and then continued over the final weekend, crowds increased 5% and on-track handle was up the race track by 5%. Racing will return in September 21 through October 1 when the Pleasanton Track hosts its second Fall Race Meet.
- Favorite daily attractions included Alaskan Pig Races, Freestyle Motocross, K-9 Kings Frisbee Dogs, Chinese Acrobats, Hypnotist Tina Marie, Great American Petting Zoo, Brad's Reptile World, carnival rides & games and the world's best Fair food.

2017 Alameda County Fair by the Numbers:

TOTAL ATTENDANCE: **463,783**
 Total Vehicles Parked – **128,081**
 4th of July attendance – **37,568** (6PM gate closure)

HORSE RACING
 Horse Racing Track Attendance – **45,662**

EXHIBITS
 Competitive exhibits entries – **17,836**
 Exhibitors – **5,078**
 Jr. Livestock Auction – **\$703,574.26**
 Small animal sales – **\$58,754**
 Fine Art sales -- **\$16,196.31**

FOOD CONSUMED
 Corn Dogs – **34,103**
 BBQ Turkey Legs – **16,998**
 Funnel Cake – **32,904**
 Cotton Candy – **4,681**
 Lemonade – **23,719**
 Candy Apples - **793**

SNACKDOWN Finalists:

Doritos Corn on the Cob - **933**
Chicken & Rice Pineapple Bowl - **240**
Deep-Fried Mac & Cheese Balls - **784**
Gelato Donut Sandwich - **401**

FEED THE NEED FOOD DRIVE

Pounds of food donated - **23,987**
Total meals - **19, 989**

FOSTER KIDS CLOTHING DRIVE

Clothing items donated: **1,045**

VOLUNTEER PROGRAM

Fair volunteers -- **554**
Volunteer hours -- **7100**

WEBSITE & SOCIAL MEDIA

Users - **686,056**
Website visits - **1,004,270**
Page visits - **1,676,065**
Facebook Fans - **105,943**
Twitter Followers @ACFair - **4,113**
Instagram Followers - **10,778**

The Alameda County Fair wishes to thank all who attended, competed, worked, volunteered, entertained, cooked, served and sold. You all make the Alameda County Fair a community tradition and success year after year. We look forward to seeing you all again next year!

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 7th largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.