



News Release: March 16, 2015

Contact: Angel Moore, Marketing 925-426-6588

amoore@alamedacountyfair.com

Alameda County Fair Announces Exciting New Attractions and 4th of July Fireworks With Oakland East Bay Symphony for 2015

The Beach Boys, War, Brian McKnight, Tanya Tucker, Kansas and more, set for Big O Tires Concert Series

Pleasanton, Calif. – Fans of Extreme entertainment will find it all in one place this summer as Alameda County Fair promises not one, but THREE new Action Zone attractions: Monster Trucks, Demolition Derby and Extreme Rodeo. In addition to Freestyle Motocross, a different new show will be featured each weekend.

“We are super excited to bring all of these great, new attractions to the Fair this year,” said Judy Carrico, Operations Manager. “And, the best part is that it’s all included in the price of admission. For about the price of a single movie ticket, you get to enjoy the shows, in addition to everything else the Fair offers, all day long.”

The Big O Tires Concert Series also returns in a big way with FREE concerts every night at **8 p.m.** This year’s lineup includes top acts such as War, The Beach Boys, Brian McKnight, Tanya Tucker, Kansas, Tower of Power, Rodney Atkins, Con Funk Shun, Foghat, Tierra, Morris Day & The Time and The Original Wailers.

For those who like being up close to the action, the popular “early entry” wristbands, introduced last year, will be back in 2015. The special bands will be distributed to the first 400 in line daily starting at 2-3 p.m. for each concert. A special effects show with video tribute to local heroes will immediately follow the concerts each night.

The 4th of July of Fireworks Spectacular comes back in grand style, this time, set to live music performed by the Oakland East Bay Symphony. The Blues Festival runs all day from 1pm-9pm, followed by the Fireworks Spectacular at 9:30 p.m.

The Fair will celebrate Father’s Day, Sunday, June 21, with special attractions and promotions just for dads, including Brew Haven, a craft beer festival held during the first week of the Fair.

(continued)

Fans of fair food can also look forward to the return of the SNACKDOWN, where food vendors offer up new menu items to compete for the prized championship belt. A live judging event to decide the champions will be held at the Fair on Friday, June 21 at 4 p.m.

The 2015 Fair runs Wednesday June 17 through Sunday, July 5, and is open Tuesday through Sunday each week. As in past years, Opening Day attendees will enjoy \$1 admission and \$1 rides, until 5 p.m.

Fair Favorites will be back including horseracing, exhibits, animals, food, rides, games, pig races, kids' attractions, special event days and more. A complete schedule is available on the Fair's website at www.alamedacountyfair.com. Facebook, Instagram and Twitter offer additional information, previews, updates, contests and giveaways.

2015 Alameda County Fair Information

Dates: June 17 – July 5 (Open Tuesday – Sunday)

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: Thursday through Sunday, June 18 --21, June 25 --28, and July 2--5

Big O Tires FREE Concerts: 8 p.m. – 9:15 p.m., nightly. Special effects show with video tribute to local heroes, immediately following concerts.

July 4th: Blues Festival, 1-9 p.m., Fireworks Spectacular, 9:30 p.m., Budweiser Grandstand

Gate Admission*:

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- Children under 6 – FREE

*Purchase in advance (before June 16) and save up to 33%

Special Pre-Fair Pricing (until 6/16/15):

- Season Pass (admission for all 17 days) - \$49.95
- 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 17 -- \$1 Admission & \$1 Rides, UNTIL 5 P.M.
- \$2 Tuesdays: June 23 & 30 -- \$2 admission, UNTIL 5 P.M.

(SPECIAL PRICING – continued)

- Seniors FREE Thursdays (62+) – June 18, June 25, & July 2, UNTIL 5 P.M.
- Kids FREE Fridays (12 and under) – June 19, June 26, & July 3, 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 24, UNTIL 5
- Treats for Troops: July 1 (Bring 4 items from donation list and receive FREE admission) – UNTIL 5 P.M.

Big O Tires Presents - Concert Series Preview:

6/17 – War

6/18 – Brian McKnight

6/19 – The Original Wailers

6/20 – Kutless

6/21 – Tierra

6/23 – The Boys of Summer (Eagles tribute)

6/24 – The Beach Boys

6/25 – Rodney Atkins

6/26 – Tower of Power

6/27 – Con Funk Shun

6/28 – Tanya Tucker

6/30 – Steelin' Dan (Steely Dan tribute)

7/1 – Foghat

7/2 – Kansas

7/3 – Morris Day & The Time

7/4 – Red, White & Blues Festival (1 p.m. – 9 p.m.)

7/5 - TBD

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.

