

Hello Summer! ALAMEDA COUNTY FAIR  
JUNE 15–JULY 8  
**PRESS RELEASE**

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## **2018 Alameda County Fair Previews Opening Day Festivities & Full Western Weekend**

**Cattle Drive, Western Weekend Rodeo Games, Big O Tires Concert Series, Live Horse Racing, New Sky Ride & More Kick-off First Three Days of Summer Fun**

**Pleasanton, Calif.** – Get ready to say HELLO SUMMER! as Alameda County Fair opens this Friday with a three full days of fun and excitement:

- No Bull, They're Back! Opening Day Cattle Drive starts Friday, June 15 at 10:30AM. The live procession will feature cowboys, cowgirls, a big herd of steers with some Texas Longhorns, Fair entertainers Tadpole the Clown, Fables of the West, Roberto the Magnificent, Freestyle Motocross, plus loads of surprises. Event starts at Del Valle Avenue in Pleasanton and continues through Main Street and into the Fairgrounds. Select downtown merchants will give away free Fair tickets good for any one day of Opening Weekend. Event is free to the public. For details and vendor information visit: <http://annual.alamedacountyfair.com/cattle-drive/>
- The Fair's cool new Sky Ride makes its debut on Opening Day – tickets just \$5 one way or \$8 for unlimited rides.
- Opening Day Deals, June 15: \$1 Admission \$1 Rides until 5PM
- Western Weekend, June 15-17, Fun Rodeo Games & Pee-Wee Kids Events all weekend long at the Action Sports Arena. Sign up on the spot!
- Live Horse Racing starts on Opening Day, June 15
- Kids STEAM Weekend Fun, June 15-17, Sun & Fun. Kids have fun learning while they play at STEAM-theme Weekends, every Thursday through Sunday. Free with admission.
- Dads get in FREE on Father's Day, Sunday, June 17, until 5PM.

Blue Oyster Cult kicks off the 2018 Big O Tires Concert Series on Friday, June 15, followed by Sean Kingston on Saturday, June 16, and super group En Vogue on Sunday, June 17. All seats are reserved and available for purchase online through the concert page at <http://annual.alamedacountyfair.com/concerts/>.

Any available concert seats will be offered to guests on the day of the show, free with Fair admission, while supplies last. Guests may claim available seats at any information booth upon entrance to the Fair by scanning a bar code with their smart phone. Tickets for the reserved seats will be issued on the spot. All free tickets for same-day shows will be offered on a first come, first served basis until all open seats have been claimed. Concert lawn seating with live streaming of the show is free with admission.

Available reserved premium seats for Monster Trucks (June 29-July 1) and Demolition Derby (July 6-8) will also be offered on a same-day basis as the reserved concert seats.

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## 2018 Alameda County Fair Information


**Dates:** June 15-July 8 (Closed June 18-19, 25-26, July 2-3)

**Hours:** 11AM-11PM daily (except July 4<sup>th</sup>, see website for updates)

**Carnival Hours:** Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 4 (11AM-6PM)

**Horse Racing:** June 15-17, 21-24, 28-30, July 1, 4, 6-8

**Big O Tires FREE Concerts:** 8PM-9:15PM PM nightly. "Born Free" video & fireworks show immediately following at Concert Lawn.

 **bartable BART & WHEELS** – Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle (Route 52) to the Fairgrounds -- all day, every day of the Fair, until closing (except July 4<sup>th</sup>.)

### Gate Admission\*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- General Parking - \$10
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun & July 4, \$35
- Carnival Fast Pass – NEW! Any single day \$10
- Sky Ride – NEW! \$5 one-way, \$8 unlimited

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

### Special Pre-Fair Pricing (until 6/14/18):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- General Parking - \$8
- Unlimited Carnival Wristbands -- \$28
- Season Pass (admission for all 18 days and discounts on events) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

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

- Opening Day: June 15 – \$1 Admission, \$1 Rides, UNTIL 5PM
- Father’s Day: June 17 – Dads FREE, UNTIL 5PM
- \$2 Bites of the Fair (Thursdays): June 21 & 28, July 5 — Select fun-sized Fair treats just \$2 each, UNTIL 5PM
- Kids FREE Thursdays (12 and under): June 21 & 28, July 5, UNTIL 5PM
- Boomers FREE Fridays (62+): June 22, 29 & July 6, UNTIL 5PM
- Clothing Drive for Foster Kids presented by Mattress Firm: June 20 — Bring a brand new child’s clothing item and receive FREE admission & \$1 rides, UNTIL 5PM
- Feed the Need Food Drive benefitting Alameda County Community Food Bank presented by Lucky California: June 27 — Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5PM
- First Responder’s Day: July 4 – Free admission with valid ID, UNTIL 3PM
- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

**2018 Big O Tires Concert Series:**

6/15 – Blue Oyster Cult  
6/16 – Sean Kingston  
6/17 – En Vogue  
6/20 – Clay Walker  
6/21 – 38 Special  
6/22 – Smash Mouth  
6/23 – Boys of Summer: The Music of the Eagles  
6/24 – Sir Mix-A-Lot  
6/27 – Morris Day & The Time  
6/28 – Con Funk Shun  
6/29 – Queen Nation (Queen Tribute)  
6/30 – The Tubes  
7/1 – Purple Reign  
7/4 – NO CONCERT  
7/5 – LeAnn Rimes  
7/6 – Journey Revisited (Journey tribute)  
7/7 – Super Diamond (Neil Diamond tribute)  
7/8 – WAR

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.