



PRESS RELEASE

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ALAMEDA COUNTY FAIR INTRODUCES NEW "PREMIUM RESERVED" CONCERT SEATING FOR 2016

PLEASANTON, CA – February 11, 2016: In response to fan demand, Alameda County Fair is now offering advance Premium Reserved seating for its popular Big O Tires Concert Series in 2016.

Premium Reserved seats are located in the front sections of the Fair's amphitheater and can be purchased in advance for \$19.95, including Fair admission, through the Fair's website starting February 2, 2016.

"This is great news for concert fans," said Fairgrounds CEO, Jerome Hoban. "Many have been requesting the option to buy reserved seats for some time and we are happy to now be able to offer it to them. The Big O Tires Concert Series is working on a great lineup this year and fans will be able to get the seats they want to see their favorite performers. Even better news is that the ticket price includes Fair admission."

Concerts have always been free with admission at the Fair, but fans would often wait in line all day to get a good seat. With a Premium Reserved seat ticket, fans will be able to enjoy more of the Fair and still have a great seat at the show of their choice.

Five hundred of the amphitheater's 2800 seats will be available for purchase for select shows. All non-reserved seats will remain free with regular admission.

Tickets for four of the first concerts – **Cinderella's Tom Kiefer** (6/15) **Tony! Toni! Tone!** (6/16), **Con Funk Shun** (6/18) and **Joe Nichols** (6/22)-- are available for purchase now. Additional shows will be announced each week for the next several weeks. Visit www.alamedacountyfair.com for more information.