



News Release: June 3, 2015

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## Alameda County Fair Once Again Sends Free Tickets to Elementary Schools, Countywide

Pleasanton, Calif. – Elementary school students throughout Alameda County have a real free ticket to Summer Learning Fun as Alameda County Fair and Kaiser Permanente continue a unique ticket-gifting program to promote education.

Packages shipped out this week, and all K-5 students in participating school districts received a free ticket to use any day of Fair. Kaiser Permanente, a local non-profit organization and supporter of the Fair's health-oriented activities for kids, sponsored the program.

"The Fair provides meaningful fun for kids through innovative, STEAM-based activities, events and competitions, each and every year. Historically, fairs have always been about showcasing innovation, and its important to keep those things at the core of what we do," said Jerome Hoban, Alameda County Fair CEO. "Our goal is for kids to learn something while they're here, whether they realize it or not."

Approximately 100,000 tickets were distributed to 172 public schools in 13 districts including Alameda, Albany, Castro Valley, Dublin, Emeryville, Fremont, Hayward, Livermore, New Haven, Oakland, Pleasanton, San Lorenzo, and Sunol.

Berkeley, Piedmont, Newark and San Leandro districts chose not to participate in the program but the Fair *will honor free admission at any time to elementary grade students who attend those schools, with any form of enrollment documentation* (i.e. a report card or other official school document with the child's name).

Private schools within the county were also offered tickets for students and many of them are participating as well.

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The following are some examples of the programs, activities, events and competitions available for kids at the Alameda County Fair:

#### Special Kids' STEM Weekend Events

Hands-on Science, Technology, Engineering & Math games and activities offered on Kids FREE Fridays.

Sports, Fitness & Health - June 19-21

Engineering, Robots, Rockets & Space - June 26-28

Agriculture, Energy & Environment - July 3-5

#### Discovery Quest

Kids look for clues and solve mysteries in this self-guided, educational scavenger hunt.

#### POWER STATION

Kids have fun racing model cars on a unique, solar-powered racetrack.

#### Competitive Exhibits and School Projects:

The Fair offers a wide variety of competitive categories for kids including crafts, gardening, woodworking, photography, science & technology, creative writing, food, school projects and more. An entire building is dedicated to showcasing youth projects.

Live competitions and attractions:

- Lego Building Competition
- Mind Storm Challenge Robot
- Reptile Exhibit
- Storybook character costume contest
- Cows, pigs, sheep, rabbits, chickens & more in the Livestock Exhibits
- Petting Zoo
- Reptile Exhibit
- School project & competition exhibits

For more information on the Fair's educational programs, please visit

**[www.alamedacountyfair.com](http://www.alamedacountyfair.com)**

Alameda County Fair and Kaiser Permanente are non-profit organizations.

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## 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 4<sup>th</sup>:** Blues Festival, 1-9 p.m., Fireworks Spectacular featuring a live performance by Members of the Oakland East Bay Symphony, 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.
- 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 & \$1 Rides) – June 24, UNTIL 5 P.M.
- Treats for Troops: July 1 (Bring 4 items from donation list and receive FREE admission & \$1 Rides) – UNTIL 5 P.M.

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**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 – Berlin featuring Terri Nunn

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.

