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## Alameda County Fair Wraps Up Groundbreaking 2015 Season

Fourth of July fireworks, new Action Zone Arena, the Beach Boys in Concert, craft beer festival & high-stakes horse racing, highlight 17 days of Fair fun

Pleasanton, Calif. – After seventeen action-packed days & nights, the 103<sup>rd</sup> Alameda County Fair concluded its run Sunday night. The fun and excitement lasted right up through the final hour with simultaneous grand finale shows: the highly-anticipated, RV Demolition Derby, and 80's super group, Berlin featuring Terri Nunn, in concert at the amphitheater Powered by PG&E.

New adrenaline-fueled attractions, including Extreme Rodeo, Monster Trucks and Demolition Derby, all proved to be a big hit with fairgoers who packed the stands for every show. A different event was featured each weekend in the Fair's newly constructed 3,000 seat Action Zone Arena.

In partnership with Visit Tri-Valley, the Fair also hosted the hugely popular Beer Haven craft beer festival, a 3-day event held during the opening weekend. The Big O Tires Concert Series' top attended shows included the Beach Boys, Tower of Power, Con Funk Shun, Kansas and Morris Day.

According to attendees, the 4<sup>th</sup> July Fireworks Spectacular, featuring the Oakland East Bay Symphony, more than lived up to its name. And, leading up to the show, music fans enjoyed the *Red, White & Blues Festival* watching performers who played all day on different stages throughout the park.

Along with the new attractions, fans also enjoyed perennial favorites including 12 exciting days of Oak Tree horse racing with \$1.7 million in prize money, the Alaskan Pig Races, carnival rides & games, competitive exhibits, livestock showing, kids STEAM weekends and plenty of great Fair food.

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The 2015 SNACKDOWN food vendor competition produced four new champions:

Best Taste – Sharky’s Fish Fry /Cap’n Crunch Shrimp w/Sweet Sriracha

Most Creative – Cardinali Grill / Deep-Fried Caramelized Bananas Foster

Best Theme – Sweet Cheeks / Deep-Fried PBJ Cheesecake

Grand Champion – Cardinali Pizza /Deep-Fried Wood-Fired Pastrami Pizza

2015 Alameda County Fair by the numbers:

TOTAL ATTENDANCE: 444,923

Total Vehicles Parked – 109,183

4<sup>th</sup> of July Fireworks Show – 48,483

#### HORSE RACING

Horse Racing Track Attendance – 46,865

#### EXHIBITS

Competitive exhibits entries – 17,644

Exhibitors –5,017

Jr. Livestock Auction – \$650,461 up 11%

Small animal sales – \$44,548

Fine Art sales –\$20,774 up 25%

#### FOOD CONSUMED

Corn Dogs – 53,351

BBQ Turkey Legs –14,470

Burgers –26,068

Funnel Cake –22,636

Cotton Candy –5,768

Lemonade – 24,590

#### SNACKDOWN WINNERS

Deep Fried Wood Fired Pastrami Pizza –1,600

Cap’n Crunch Shrimp w/ Sriracha Sauce -- 290

Deep Fried Cheesecake -- 634

#### FEED THE NEED FOOD DRIVE

Pounds of food donated – 22,420

Total meals –18,683

DROP ZONE DRIVE – Blue Star Moms/Care Packages for Troops

Care Packages complete (contents & shipping) -- 496

Continued:

**VOLUNTEER PROGRAM**

Fair volunteers -- 775

Volunteer hours -- 8700

**WEBSITE & SOCIAL MEDIA**

Website visits – 1,053,690

Page visits –462,490

New visitors –176,766

Returning visitors –283,724

Facebook Fans – 86,702

Twitter Followers @ACFair – 3,419

Instagram Followers – 5,859

The Alameda County Fair wishes to thank all who attended, competed, volunteered, worked, 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 again in 2016!

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

