

News Release



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Closing Weekend at the Alameda County Fair Packed Full of Tricks and Treats

Pleasanton, Calif. – The Alameda County Fair will end its ten-day run on October 31, filling its last weekend with a wide array of fabulous fall fun.

The Fair will showcase a star-studded concert lineup featuring WAR on Friday, the Garth Guy on Saturday, and Journey Revisited on Sunday.

The fall festivities will continue throughout the entire weekend, with pumpkin carving from the Pumpkin Picasso “Farmer Mike” on October 30 and 31, as well as nightly Halloween themed family movies each night at 6pm on the Concert Lawn.

Saturday will also feature a special Wine Tasting event in the Fair Gardens from 2-5pm. Tickets to the wine tasting are \$45 and include admission to the Fair, as well as the opportunity to sample varietals from over 60 different wineries.

On Halloween Day, the Fair will join the Rotary Club of Pleasanton and Sensiba San Fillipo to host the 28th annual Halloween Spirit Run. 100% of the proceeds from the event will benefit scholarships for local students, as well as local 501(c)(3) organizations.

Fiesta Hispana: Dia de Los Muertos Celebration will also take place on Halloween, showcasing performances from Mariachi San Francisco, In Lak’ech Danza Azteca and Grupo Folklorico Yolotli Guerrerence.

There will also be trick or treating throughout the Fair on Halloween, and guests are encouraged to come decked out in costume.

“We are so pleased with how the community has come together to support the Fair this year,” said Tiffany Cadrette, Marketing and Communications Manager of the Alameda County Fairgrounds. “It’s been a change holding this event in October, but I have to say, there is definitely something magical about the Fair in the Fall.”

During the 2021 Fair, tickets will be sold by the day and capacity will be limited to enhance safety and guest experience. Per the regulations set by Alameda County and the State of California, all guests (ages 2 and up), vaccinated and unvaccinated, are required to wear a mask indoors. When outdoors, face coverings remain optional for all Guests in outdoor common areas.

2021 Alameda County Fair Information

Dates: October 22-October 31

Hours: Monday – Friday: 3pm-10pm

Saturday and Sunday: 10am-10pm

Fair Concert Series: 8pm nightly (*guests must reserve seats online in advance*)

- Oct. 28 - Rose Royce
- Oct. 29 - WAR
- Oct. 30 – The Garth Guy
- Oct. 31 - Journey Revisited

Admission: (*For the safety of our guests, capacity will be limited*)

- Adults (13-61) -- \$18 (Earns \$3 Reward)
- Seniors (62+) -- \$15 (Earns \$2 Reward)
- Kids (6-12) -- \$15 (Earns \$2 Reward)
- General Parking – FREE Monday through Friday; \$15 Saturday and Sunday
- Unlimited Carnival Wristbands -- \$30 Advance Purchase, \$35 Monday-Thursday, \$40 Friday-Sunday, any one day of Fair
- Sky Ride -- \$6 unlimited rides, any one day of Fair
- Military and Veterans free all day, every day with valid ID

When you buy your tickets online you will earn [Rewards](#) with every purchase. These rewards can be used on Food and Drinks during the Fair and at participating local businesses before, during and after the Fair.

For additional details, including schedules, concert and ticket info, visit the Fair's website at alamedacountyfair.com. Follow the Fair's official [Facebook](#), [Instagram](#) and [Twitter](#) for additional information, updates, contests, and promotions.

The Alameda County Fair is operated by the non-profit Fair Association without any tax funding from the government. In 2020, the Alameda County Fair 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.