

News Release



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Alameda County Fair Brings the Fun with Brand New Entertainment and Activities

Pleasanton, Calif. – There is excitement in the air as the Alameda County Fair gets ready to welcome the community back to the Fairgrounds and “Come Together” safely for a revival of good old fashioned family fun.

The Fair, which opens October 22-31 at the Fairgrounds in Pleasanton, brought back all of the traditional Fair favorites, such as the carnival, rides, Fair foods, and live concerts, but has also introduced several new activities and special features.

The Stella Artois Grandstand will offer thrilling entertainment from the Imperial Knights Extreme Medieval Stunt Show, which are brand new to the Fair and feature a theatrical full contact jousting show. FMX Freestyle Motocross will also take place daily at the Grandstand, wowing crowds with their eye-popping stunts.

Brand new entertainment acts will be featured daily, with nightly concerts from such hit bands as Smash Mouth, Night Ranger, WAR, The Garth Guy, and Journey Revisited. Plus, strolling entertainers like Slim and Curly, Tadpole the Clown, and Roberto the Magnificent will ensure there is fun around every corner.

Several special features have also been re-imagined and revamped, including Fiesta Hispana: Dia de Los Muertos Celebration which will showcase performances from Mariachi San Francisco, In Lak’ech Danza Azteca and Grupo Folklorico Yolotli Guerrerence.

And what Fair would be complete without all the indulgent food treats? Whether it is gourmet grilled cheese sandwiches, monster corn dogs, or deep fried treats, guests will have no problem filling up on all their favorites.

“We couldn’t be more enthusiastic about what the Fair has in store this year,” said Tiffany Cadrette, Marketing and Communications Manager of the Alameda County Fairgrounds. “The Fair is a such a time-honored tradition in our community, and we know how much it was missed last year.”

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. 22 - Kalimba The Spirit of Earth Wind & Fire
- Oct. 23 - Night Ranger
- Oct. 24 - The Garth Guy – The Ultimate Garth Brooks Tribute Show
- Oct. 25 - The Boys of Summer – The Music of the Eagles
- Oct. 26 - Lenny Williams
- Oct. 27 - Smash Mouth
- Oct. 28 - Rose Royce
- Oct. 29 - WAR
- Oct. 30 - Exposé
- 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.