

# News Release



## **News Release: March 4, 2020**

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## **Alameda County Fair Announces Fresh New Lineup for the 2020 Big O Tires Concert Series**

PLEASANTON, Calif. – The Big O Tires Concert Series returns to the 2020 Alameda County Fair June 19 – July 12, 2020. The brand-new lineup includes something for the music lover in everyone – a little bit of country, rock 'n' roll, alternative and more knock-out performances.

The Big O Tires Concert Series will feature for the first time at the Alameda County Fair - The Commodores, Puddle of Mudd, Randy Houser, Starship featuring Mickey Thomas, RATT, Fat Joe, Kenny Neal, Neon Trees and more to be announced. The legendary Charlie Daniels Band returns for the first time since 2009.

Tribute bands celebrate legendary artists at the 2020 series and feature hits from Stealin' Chicago – Chicago Tribute, Bonfire – Tribute to AC/DC and L.A.vation – The World's Greatest Tribute to U2.

For best seats buy concert tickets online starting March 16, 2020. Reserved Floor, Reserved Upper, or Reserved Lower seat tickets include Fair admission and must be purchased online. FREE general admission seating is back and available FREE, yes free with your Fair admission on-site day of the event. General admission seats open starting at 7pm each night at the Amphitheater. Free seating is also available on the Michelob Ultra Concert Lawn outside of the Amphitheater streaming live on the jumbotron with Fair admission.

Stay tuned more concerts will be announced shortly.

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Road to Summer 2020!

Alameda County Fair returns June 19 -July 12, Open Wednesday – Sunday. Enjoy the best Fair food and shopping, Extreme Live Action Sports Shows, Big Name Concerts, Carnival Rides and Live Horse Racing. For more information and schedules, visit [www.alamedacountyfair.com](http://www.alamedacountyfair.com)

The Fair is successfully operated by the Alameda County Agricultural Fair Association, a 501(c)3, non-profit organization, without any tax funding from the government.

### **2020 Alameda County Fair Information**

**Dates:** June 19-July 12 (Closed Monday and Tuesday: June 22-23, 29-30, July 6-7)

**Hours:** 11am-11pm daily (except July 4, 11am-8pm, Gates close at 4pm, parking closes at 3pm, see website for updates)

**Carnival Hours:** Wed-Thurs 12pm to closing, Fri-Sun 11am to closing, July 4 (11am-8pm)

**Horse Racing:** June 19-21, 25-28, July 2-5, 9-12

**Big O Tires Concerts:** 8pm-9:15pm nightly, except July 4. Special video and fireworks show immediately following at the Michelob Ultra Concert Lawn.

**BART & WHEELS** – Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle to the Fairgrounds. All day, every day of the Fair, until closing.

**Share the Fair** – Buy a regular, full price admission ticket (\$15) and Alameda County Fair will give a Fair ticket to a deserving, local foster family. Promotion period runs May 25 to June 12, 2020. Tickets must be purchased through the Fair’s website.

#### **Gate Admission\*:**

- Adults (13-61) - \$15
- Seniors (62+) - \$10
- Kids (6-12) - \$10
- Children under 6 - FREE
- General Parking - \$10
- Carnival wristbands - Wed-Thurs \$30, Fri-Sun & July 4, \$35
- Sky Ride - \$6 unlimited rides

\*Purchase in advance (by June 18) and save up to 33%

#### **Special Pre-Fair Pricing (until 6/18/20):**

- Adults (13-61) - \$12
- Seniors (62+) - \$8
- Kids (6-12) - \$8
- General Parking - \$8
- Unlimited Carnival Wristbands - \$28

- Season Pass PREMIUM (admission for all 18 days with parking, plus concert & event discounts) - \$80
- Season Pass (admission for all 18 days, plus concert & event discounts) - \$40
- Fun Pack (4 general admission tickets and 1 parking pass) - \$50

**Special Days (ALL SPECIAL PRICING ENDS at 3pm or 5pm):**

- Opening Day FREE til 3 – Opening Day, Friday, June 19, FREE admission UNTIL 3pm
- Father’s Day: Sunday, June 21 – Dads FREE, UNTIL 5pm
- \$2 Fair Food Bites (Thursdays): June 25, July 2 and July 9 — Select fun-sized Fair treats just \$2 each, UNTIL 5pm
- Kids FREE Thursdays (12 and under): June 25, July 2 and July 9, UNTIL 5pm
- Boomers FREE Fridays (62+): June 19, June 26, July 3 and July 10 UNTIL 5PM
- Pet Food Drive, partnering with Valley Humane Society: Wednesday, June 24 - Bring new, unopened pet food items (see list) and receive FREE admission & \$1 rides, UNTIL 5pm
- Feed the Need Food Drive benefiting Alameda County Community Food Bank presented by Lucky California: Wednesday, July 1 — Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5pm
- School Supply Drive for Foster Kids presented by Mattress Firm: Wednesday, July 8 — Bring new school supplies and receive FREE admission & \$1 rides, Until 5pm
- First Responder’s Day: July 4 – Free admission with ID
- Military Appreciation – One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

**2020 Big O Tires Concert Series:**

- 6/19 – TBA
- 6/20 – TBA
- 6/21 – The Commodores
- 6/24 – The Charlie Daniels Band
- 6/25 – Stealin’ Chicago – Chicago Tribute
- 6/26 – Puddle of Mudd
- 6/27 – TBA
- 6/28 – Randy Houser
- 7/1 – Bonfire – Tribute to AC/DC
- 7/2 – TBA
- 7/3 – Starship featuring Mickey Thomas
- 7/4 – NO CONCERT
- 7/5 – Kenny Neal
- 7/8 – L.A.vation – The World’s Greatest Tribute to U2
- 7/9 – Fat Joe
- 7/10 – RATT
- 7/11 – Neon Trees

7/12 - TBA

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. International Association of Fairs and Expositions (IAFE) named the Alameda County Fair a Top 100 Fair. The Fairgrounds is home to the Oldest One-Mile Race Track in America.