

News Release

 ALAMEDA COUNTY FAIR
JUNE 17-JULY 10
PLEASANTON 

News Release: June 8, 2022

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Alameda County Fair Opening Weekend Features Regional Qualifiers for Nathan's Famous Hot Dog Eating Contest

Additional opening festivities also include Fun Run, Brew Fest, and New Drone Light Show

Pleasanton, Calif. – The Alameda County Fair, running June 17-July 10 at the Fairgrounds in Pleasanton, will open with a weekend packed full of new features, exciting entertainment, and one-of-a-kind special performances.

Friday, June 17 will kick off with free admission to the fair until 3pm, and superstar Ginuwine will headline the Big O Tires live concert in the Lucky Amphitheater.

Football fans can get a glimpse of the John Madden Memorial Bus which will be onsite throughout the Fair honoring Pleasanton's Hall of Fame NFL Coach and famed broadcaster.

On Saturday, June 18 at 3:30pm, Nathan's Famous Hot Dog Eating Contest will hold its only West Coast regional qualifier onsite at the Fair. Competitors must pre-register ahead of time [here](#), and the top three male and female winners will be invited to compete in the Finals, taking place July 4th at Nathan's Flagship store on Coney Island.

Also taking place on Saturday, June 18 before the fair opens is the Sun's Out Fun's Out Run. The run begins at 9am and is open to runners of all abilities. The full fun run is a mile around the historic race track, plus a course through the Fairgrounds and the Pleasanton Mile is just a walk or run once around the historic track. Anyone who registers for the [Fun Run](#) prior to June 15 will also receive free fair admission for that day.

Proceeds from the Sun's Out Fun's Out run will benefit Sunflower Hill, a local nonprofit which creates places and spaces where adults with intellectual and developmental disabilities can live, work, learn, and thrive as part of the greater community.

One of the Fair's most popular tasting events, the Brew Fest, will return Saturday June 18 from 2-5pm featuring tastes from more than 15 breweries, including Sierra Nevada, 21st Amendment, Deschutes and more. Tickets can be purchased [here](#) and include fair admission if purchased in advance.

On Father's Day, June 19, dads can enjoy free admission until 3pm. Plus, the Fair will celebrate Pride month with its "Out at the Fair" festival.

For the foodies, the Fair has introduced a wide array of new menu items, including Hot Cheeto Pizza, Boba, Lobster Nachos, Bubble Waffles and a BunBao booth. The traditional favorites like giant corn dogs, cotton candy, kettle corn and ice cold lemonade will all be back, as well as lighter fare options including fresh fruit, wraps and salads.

Every night, the fair will be holding a new, spectacular light show put on by state-of-the-art drones. The show will take place at the Stella Artois Grandstand and will feature a dazzling display of optical illusions.

Movies at the Fair are also back and will feature a new, family movie beginning each night at 6pm on the concert lawn.

Guests will also enjoy all the traditional Fair favorites, such as pig races, carnival rides and sky ride and games, horse racing, and the world's best Fair food.

For more details, visit www.alamedacountyfair.com. Follow the Fair's official [Facebook](#), [Instagram](#) and [Twitter](#) for additional info, updates, contests, and giveaways.

2022 Alameda County Fair Information

Dates: June 17-July 10 (Closed Mondays & Tuesdays but open on July 4)

Hours: 11am-11pm daily (except July 4, see website for hours and details)

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

Horse Racing: Every Friday through Sunday, Plus July 4

Concerts: 8pm-9:15pm nightly

- Friday, June 17: Ginuwine
- Saturday, June 18: Neon Trees
- Sunday, June 19: L.A.Vation - The World's Greatest Tribute to U2
- Wednesday, June 22: 38 Special
- Thursday, June 23: Stealin' Chicago (Chicago Tribute)
- Friday, June 24: Clay Walker
- Saturday, June 25: Mustache Harbor (Hardcore Soft Rock)
- Sunday, June 26: Purple Reign – The Prince Tribute Show
- Wednesday: June 29: Ezra Ray Hart
- Thursday, June 30: Sheila E.
- Friday, July 1: Everlast
- Saturday, July 2: Blanco Brown

- Sunday, July 3: BB King Experience
- Monday, July 4: NO CONCERT
- Wednesday, July 6: Great White
- Thursday, July 7: Blue Oyster Cult
- Friday, July 8: ConFunkShun
- Saturday, July 9: Bonfire (AC/DC Tribute)
- Sunday, July 10: Banda Machos

Special Advance Pricing (until 6/16/22):

- General (13-61) -- \$17
- Seniors (62+) -- \$14
- Kids (6-12) -- \$14
- General Parking -- \$14
- Unlimited Carnival + Sky Ride wristbands – Unlimited Carnival + Sky Ride wristbands -- \$32 (Valid any one day of the Fair) Pre-purchase ride wristbands online and save up to \$10 through June 16
- Fair Season Pass PREMIUM (admission for all 19 days with PARKING, plus concert & event discounts) -- \$90
- Season Pass (admission for all 19 days, plus concert & event discounts) -- \$45

Regular Gate Admission* (Starting June 17 – July 10):

- General (13-61) -- \$18
- Seniors (62+) -- \$15
- Kids (6-12) -- \$15
- Children under 6 -- FREE
- General Parking -- \$15
- Unlimited Carnival + Sky Ride wristbands -- Wed-Thurs \$37, Fri-Sun & July 4, \$42 – valid any one day of Fair – may only be purchased onsite at a Butler Kiosk, inside the Fair starting June 17

Promotions and Special Days

- Opening Day: Friday, June 17 -- FREE general admission, Until 3pm
- Father's Day: Sunday, June 19 -- Dads FREE general admission, UNTIL 3pm
- Pet Food Drive June 22 -- Bring new, unopened pet food items to benefit Valley Humane Society and receive FREE general admission & \$1 rides, until 5pm
- Senior Day: Friday, June 25 (62+ Free general admission Until 5pm)
- Feed the Need Food Drive: Wednesday, June 29 – FREE general admission until 5pm with the donation of 4 non-perishable food items *Benefits Alameda County Community Food Bank*
- First Responder's Day: July 4 -- Free general admission with ID Until 3pm
- Dollar Ride Day: Wednesday, July 6 -- \$1 rides until 5pm
- \$2 Fair Food Bites (Every Thursday Until 5pm): Select fun-sized Fair treats just \$2 each
- Military Appreciation: Every Day -- One FREE general Fair admission with valid Military ID, ALL DAY, EVERYDAY

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