

News Release

 ALAMEDA
COUNTY FAIR
JUNE 16 - JULY 9
PLEASANTON

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Deal Days and Community Drives Offer Big Discounts at the Alameda County Fair

Pet Food Drive, Food Drive, Dollar Ride Day, and Fair Food Bites Help Guests Conserve Their Cash

Pleasanton, Calif. – Those who are visiting the Alameda County Fair on a budget can take advantage of several money saving opportunities this year.

On Wednesday, June 21, the Fair will partner with the Alameda County Community Food Bank, *presented by City Health*, to give back to the community. Anyone who brings in 4 non-perishable food donations will receive one free Fair admission. All guests may also enjoy \$1 rides, both promotions are until 5pm.

Last year, the Alameda County Community Food Bank raised over 20,000 pounds of food through its fundraiser with the Fair.

On Wednesday June 28, the Fair will host the pet food drive benefiting the Valley Humane Society. Guests can bring in four donations listed on the website and receive one free Fair admission. All guests may also enjoy \$1 rides, both promotions are until 5pm.

Fair foodies will love the \$3 Fair Food Bites deal happening every Thursday and featuring fun sized portions of select Fair treats from 1pm until 5pm.

“Food is the number one reason people visit the Fair,” said Angel Moore, COO of the Alameda County Fairgrounds. “Our ‘Fair Food Bites’ deal is a great way for guests to try a wide variety of food at an affordable price.”

On July 5, the Fair will have a third Dollar Ride Day, where all rides are \$1 from 1pm until 5pm.

Children 5 and under are always free, and military personnel can also receive one free admission any day of the Fair with valid Military ID.

Throughout the Fair, there are a myriad of activities which are included with admission, such as the free, family friendly Movies on the Lawn, daily FMX Motocross Shows, daily Jousting performances, and nightly drone shows.

The Fair also features a wide array of free activities, exhibits and family entertainment, including the Bug'Ology exhibit, the Butterfly display, the petting farm, and daily science themed shows.

For tickets, daily schedules, promotions and more updates on the 2023 Fair, visit alamedacountyfair.com.

2023 Alameda County Fair Information

Dates: June 16-July 9 (Closed Mondays & Tuesdays, except open on July 3 & 4)

Hours: 12pm-11pm daily (except July 4, 12pm-8pm)

Carnival Hours: 1pm to closing

Horse Racing: Every Friday through Sunday, plus July 4 (no racing July 3) (Post Time at 1:45pm)

Concerts: 8pm-9:15 pm nightly (except July 4)

- June 21: Jesse McCartney
- June 22: Ashanti
- June 23: Quiet Riot
- June 24: Queen Nation
- June 25: Mi Banda El Mexicano
- June 28: Joe Nichols
- June 29: E-40
- June 30: Gin Blossoms
- July 1: George Michael Reborn
- July 2: Purple Reign - Prince Tribute
- July 3: LANCO
- July 5: Night Ranger
- July 6: LeAnn Rimes
- July 7: Mirage, Visions of Fleetwood Mac
- July 8: Super Diamond - The Neil Diamond Tribute
- July 9: Karla Perez as Selena

Drone Show: 9:30 pm nightly (except July 4)

Movies on the Lawn: Every night at 6pm, including July 4

For the full list of movies visit alamedacountyfair.com

Regular Gate Admission* (June 16 – July 9):

- General (13-61) -- \$18
- Seniors (62+) -- \$15
- Kids (6-12) -- \$15
- Children 5 and Under -- 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 inside the Fair at a Butler Carnival Ticket Kiosk location starting June 16*

Promotions and Special Days

- **Feed the Need Food Drive presented by City Health and \$1 Ride Day:** Wednesday, June 21 -- one FREE general admission for June 21 until 5pm with the donation of 4 non-perishable food items *Benefits Alameda County Community Food Bank* and \$1 rides until 5pm
- **Pet Food Drive and \$1 Ride Day:** Wednesday, June 28 -- Bring four new, unopened pet food items to benefit Valley Humane Society and receive one FREE general admission for June 28 & \$1 rides, until 5pm
- **First Responder's Day: July 4** -- Free general Fair admission with ID Until 3pm
- **\$1 Ride Day July 5:** \$1 rides until 5pm
- **\$3 Fair Food Bites:** (Thursdays June 22, June 29, and July 6 Until 5pm) -- Select fun-sized Fair treats just \$3 each
- **Children 5 and Under:** FREE general admission ALL DAY, EVERYDAY
- **Military Appreciation:** One FREE general Fair admission with valid Military ID, ALL DAY, EVERYDAY

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The Alameda County Agricultural Fair Association, a 501c3 non-profit organization, produces the annual Alameda County Fair 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 racetrack in America.