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Press Release

July 1 - July 19
closed Mondays



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NEWS RELEASE through July 19, 2009

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97th Annual Alameda County Fair Breaks Attendance Records!

July 14, 2009, Pleasanton, CA – During the first 11 days of this year's run, the Alameda County Fair has broken attendance records in their 20+ years of record keeping. To date, an outstanding 288,502 patrons have attended this year's fair, according to Rick K. Pickering, CEO. "The fair is on track to see well over 400K attendees by the end of fair," he states.

Fully able to accommodate the average 30K daily visitors, the fair encompasses some 267 acres, making it one of the largest fairs in California, numbering 84, statewide. Nationally, the Alameda County Fair ranks 50 in attendance among all fairs in the US.

Pickering attributes the increased patronage to the expanded Kids Park and Ag-Venture Park areas, both family favorites. Additionally, to horse racing, citing increased numbers on the days the horses compete.

The 97th annual Alameda County Fair runs through July 19 (**closed Mondays**), at the Alameda Fairgrounds in Pleasanton, CA. This year's theme, "Come Out And Play!" is a playful challenge to the residents of Alameda County, the Greater Bay Area, and beyond to visit the Fairgrounds and enjoy the best (and most fun!) Northern California has to offer. From fantastic food, exhibits, and entertainment, there's something for everyone at the Alameda County Fair. Families who are looking for a bargain will find fun, food, and folly at a fair price: right in their own back yard. Budget-conscious offerings are plentiful, from food-eating contests to pig races and all things fun in between.

Cost-Effective Pricing

Save time, gas, travel fatigue and most of all, money! This year's fair offers the most affordable admission price ever:

- Kids-Free Fridays,
- \$2 Tuesdays,
- Seniors-Free Wednesdays.

Kid-Friendly/ Family-Friendly Fun

This year's fair offers a host of kid-friendly activities, including:

- **Fido 500 Mini Dog Races** – This event features 12 different puppy racers. The Puppy Party Play Pen is also a huge crowd-pleaser
- **Kids Park** – Families will enjoy this fun place with kid-sized rides and games and features the Balloon Samba, a ride from Michael Jackson's Neverland Ranch
- **Pig Races** – The only place to see the ever popular pig races, they are a fair favorite and the most taken picture at the Fair!
- **Carnival Rides** - *Grand Carousel, Himalaya, Cyclone, Wacky Worm, Fun Mardi Gras, Orient Express* are ridden over and over again by the thrill seekers
- **Live Horse Racing** – With the view of the gorgeous golf course and palm trees waving in the wind, nothing beats the crowd cheering when a favorite wins at break neck speed on the Oldest One-Mile Race Track in America
- **Live Roller Derby** – Rough, tough and tumble entertainment with crowd pleasing jabs, shoves and maybe even some hair pulling action!

Remaining Free Concert Series

Entertainment at the Fair will be hotter than ever, energizing audiences with the likes of:

- RI Thomas (July 15)

- Ozomatli (July 16)
- Solange Knowles (July 17)
- ConFunkShun (July 18)
- Aaron Tippin (July 19)

Food, Glorious Food

The entire family will enjoy a cornucopia of culinary delights at the fair, from on-the-go favorites, such as corn dogs, cheese and sausage on a stick, funnel cakes and deep fried peanut butter cups, to international fare celebrating the traditions of India, New Orleans and Mexico. Key attractions include:

Nestled amongst the lush greenery and shade trees that make up the beautiful competitive garden display area, the Wine & Beer Garden will treat guests to a sensational sampling of the San Francisco Bay Area's award-winning wines.

Agricultural Edu-tainment

Families will have the chance to learn more about animal husbandry and livestock education with activities such as:

- **AgVenture Park** – This interactive and educational area features hands-on activities and crafts. Exhibits will include simulated cow milking, pony saddling, corn box, play area and more.
- **Farm Time Tour** – Education exhibit all about life on the farm.
- **Great American Petting Zoo** – This interactive area features hands-on petting and feeding of domestic animals. Children can learn about animals and birds found throughout North America.

About the Fair Association

The non-profit Fair Association continues to provide a significant public benefit without receiving any tax support. The Fair Association's nonprofit Board of Directors seeks to operate the Fairgrounds in a professional business manner & maintain prudent cash reserves in the event of an emergency. In addition to maintaining & enhancing the existing facilities, the Fair Association originally purchased the 268-acre fairgrounds in the 1930's and deeded the property to the County of Alameda in the 1940's.

With the "Oldest One-mile Race Track in America," the Fair Association hopes to continually enhance its horse training and racing program in Pleasanton.

The Fair Association remains committed to providing the highest quality Fairgrounds in Northern California & providing events at the lowest possible cost to the public.

Conveniently located off of the Bernal Exit from the 680 Highway in Pleasanton California, the 267 acres of beautifully-landscaped, park-like grounds is host to over 3 million visitors annually, for events which include trade and consumer shows, festivals, corporate picnics, and much more. For more information about the Alameda County Fairgrounds, the annual Fair, and the 2009 Fair Concert Series, please visit <http://www.alamedacountyfair.com> or call 925-426-7600.

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