



## PRESS RELEASE

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### **Alameda County Fair Previews 2016 Attractions: *Red, White & Brew Fest*, Reserved Concert Seats, Return of Extreme Action Sports, Special Monday 4<sup>th</sup> of July Celebration and More**

LeAnn Rimes, Kool & the Gang, Smash Mouth, Eric Burdon & The Animals, Joe Nichols, Tower of Power, Tony! Toni! Tone! & more headline Big O Tires Concert Series

Pleasanton, Calif. – The Spirit of Summer will sizzle a bit longer as Alameda County Fair celebrates the 4<sup>th</sup> of July on a rare, open Monday for an extended 18-day run. The Fair plans to rock the 4<sup>th</sup> in customary grand style with the Red, White & Blues Festival, food, fun and the Fireworks Spectacular featuring the Oakland East Bay Symphony.

The Big O Tires Concert Series continues to live up to its Big name with an exciting 2016 lineup featuring Cinderella's Tom Kiefer, Tony! Toni! Tone!, Con Funk Shun, Eric Burdon & The Animals, Joe Nichols, Tower of Power, Great White, Smash Mouth, LeAnn Rimes, BJ Thomas, Kool & The Gang, Expose, The Guess Who and Crystal Gayle, plus great tribute bands for The Beatles, Journey and Queen.

The Fair's new Premium Reserved Seats option offers concert fans even more good news. A limited number of front-section seats for each show can now be purchased in advance through the Fair's website for \$19.95, including Fair admission. In response to fan feedback, reserved seating will replace the early-entry wristbands of past. **Open seating remains free with general admission for all shows.** Concerts start at 8 p.m. nightly.

The insanely popular Extreme Action Sports shows introduced last year will be back with more Monster Truck, Demolition Derby and Extreme Rodeo excitement. As before, a different show will be featured each weekend, while Extreme Freestyle Motocross will still be featured daily.

Craft beer lovers can unite at the *Red, White & Brew Fest* happening at the Budweiser Grandstand infield track during live horse racing on Saturday, July 2, from 3 to 6 p.m. The event offers unlimited sampling of dozens of craft beers, food, games, wagering and more. Tickets include Fair admission and are available now on the Fair's website: General Admission - \$40, VIP - \$70 (includes early entry and more) and Designated Driver \$20.

Foodies won't want to miss the 3rd SNACKDOWN, where the Fair's own food vendors offer up outrageous new creations to compete for the prized championship belt. A live judging event, hosted by KCBS' Foodie Chap, Liam Mayclem, will be held at the Fair on Saturday, June 18 at 4 p.m. Food fans will also enjoy \$2 Tasty Tuesdays from 11 a.m. to 5 p.m. when samples of Fair food favorites will be offered for just two bucks

The Fair will also celebrate Father's Day on Sunday, June 19, with free admission for dads until 12 p.m. plus special events at the track and throughout the Fair, all day long.

More new attractions for 2016:

- The Budweiser Clydesdales - June 15 -26
- K9 Kings, Flying Dog Show – June 28 - 30
- Chinese Acrobats of Hebei - daily
- Frank Thurston, Magician - daily
- The Mark & Dre Show, Comedy duo - daily
- Tangled Threads, Strolling stilt entertainers - daily

Fair Favorites will be back including horseracing, exhibits, animals, food, rides, games, pig races, Kids' Park & STEAM Weekends, special event days and more. A complete schedule is available on the Fair's website at [www.alamedacountyfair.com](http://www.alamedacountyfair.com). Facebook, Instagram and Twitter offer additional information, previews, updates, contests and giveaways.

The 2016 Fair opens Wednesday, June 15 and runs through Monday, July 4. Hours of operation are Tuesday through Sunday each week, plus Monday, July 4<sup>th</sup> from 11 a.m. to 11 p.m. everyday. As in past years, Opening Day attendees will get to enjoy \$1 admission and \$1 rides, until 5 p.m.

### **2016 Alameda County Fair Information**

**Dates:** June 15 – July 4 (Open Tuesday – Sunday, plus Monday, July 4th)

**Hours:** 11 a.m. – 11 p.m. daily

**Carnival Hours:** Tues -Thurs, 12 p.m. to closing, Fri-Sun, 11 a.m. to closing

**Horse Racing:** June 16 - 19, June 23 --26, and July 1 - 4

**Big O Tires FREE Concerts:** 8 p.m. – 9:15 p.m., nightly. Special effects fireworks show with video celebrating local youth immediately following concerts.

**Monday, July 4<sup>th</sup>:** Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30 p.m., Budweiser Grandstand

**Gate Admission\*:**

- Adults (13-61) -- \$12
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE

\*Purchase in advance (before June 14) and save up to 33%

**Special Pre-Fair Pricing (until 6/14/15):**

- Adults (13-61) --\$10
- Seniors (62+) --\$8
- Kids (6-12) --\$8
- Carnival Wristbands --\$25
- Season Pass (admission for all 18 days) - \$36
- Fun Pack (4 general admission tickets and 1 parking pass) - \$40

**Special Days (ALL SPECIAL PRICING ENDS AT 5 P.M.):**

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- Opening Day: June 15 -- \$1 Admission & \$1 Rides, UNTIL 5 P.M.
- \$2 Tuesdays: June 21 & 28 -- Enjoy \$2 admission and \$2 samples of select Fair treats, UNTIL 5 P.M.
- Seniors FREE Thursdays (62+) – June 16, June 23, & June 30, UNTIL 5 P.M.
- Kids FREE Fridays (12 and under) – June 17, June 24, & July 1, UNTIL 5 P.M.
- Feed the Need Food Drive & \$1 Rides, benefitting Alameda County Food Bank. (Bring 4 non-perishable food items and receive FREE admission) – June 22, UNTIL 5 P.M.
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

**Big O Tires Presents - Concert Series Preview:**

6/15 – Cinderella's Tom Kiefer

6/16 – Tony! Toni! Tone!

6/17 – Queen Nation

6/18 – Con Funk Shun

6/19 – Eric Burdon & The Animals

Big O Tires Concert Series Preview (continued):

6/21 – Paperback Writer – The Beatles Experience

6/22 – Joe Nichols

6/23 – Tower of Power

6/24 – Great White

6/25 – Smash Mouth

6/26 – LeAnn Rimes

6/28 – Journey Revisited

6/29 – BJ Thomas

6/30 – Kool & The Gang

7/1 – Expose

7/2 – The Guess Who

7/3 – Crystal Gayle

7/4 – Red, White & Blues Festival (1 p.m. – 9 p.m.)

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. The Fairgrounds is home to the Oldest One-Mile Race Track in America.