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Contact: Angel Moore, Marketing 925-567-6588

amoore@alamedacountyfair.com

Alameda County Fair Previews 2017 Attractions:
Opening Day Cattle Drive, New "Premium Floor" Reserved Concert
Seats, Wine & Beer Festivals, 4th of July Fireworks & More

Sugar Ray, Sheila E, Clint Black, Ann Wilson of Heart, Plain White T's, Wynonna and many more headline Big O Tires Concert Series

Pleasanton, Calif. – Get ready for the Best. Summer. Ever. Alameda County Fair is back June 16-July 9 and promises plenty of bang for the buck. The Fair will open on a Friday for an extra-long, 20-day run that includes it's grand 4th of July celebration.

Kicking things off will be the Fair's first-ever Opening Day Cattle Drive where real-life cowboys and cowgirls will guide a hefty herd of 150 down Main Street, Pleasanton and into the Fairgrounds. The procession will start at Stanley Avenue at Main Street at 10:30AM. Select downtown restaurants and retailers will be giving away free Fair tickets while supplies last and the Museum on Main will provide fun activities for kids. The Fair will celebrate through Sunday with Wild West Weekend festivities.

The 2017 Big O Tires Concert Series boasts one of it's most exciting lineups ever with such top names as Sugar Ray, Con Funk Shun, Plain White T's, Jana Kramer, Tower of Power, John Michael Montgomery, Asia, Rose Royce, Clint Black, Ann Wilson of Heart, Sheila E, America, Wynonna & the Big Noise, Jody Watley and Night Ranger. Popular tribute bands Super Diamond (Neil Diamond), Queen Nation (Queen) Journey Revisited (Journey) and Foreverland (Michael Jackson) round out the series.

The Fair's new **Premium Floor Seats** offers concert fans even more good news. A limited number of newly added, front-section seats for each show can now be purchased in advance through the Fair's website for \$42.99. Standard Reserved seats (the same reserved sections offered last year) sell for \$22.99 each. All reserved ticket prices include Fair admission.

Continued:

Season Pass holders (and full-price admission buyers) will be able to reserve seats for the tribute shows, free of charge. **Open seating remains free with general admission for all shows.** Concerts start at 8PM nightly.

Craft beer lovers will unite once again at the *Red, White & Brew Fest* happening infield at the Budweiser Grandstand track on Saturday, June 24, from 3PM to 6PM. The event offers unlimited sampling of dozens of craft beers, live horse racing & wagering, food, lawn games and more. Special event pricing applies with tickets available now through the Fair's website.

The Sip, Savor & Wager Wine Festival makes its debut at the Fair this year after a successful run at Fall Horse Racing in 2016. Wine enthusiasts can sample a wide variety of red, white & sparkling wines, all while enjoying a day at the races. The festival will be held at the Budweiser Grandstand infield track on Saturday, July 1, 3PM to 6PM. Special event pricing also applies with tickets available now through the Fair's website.

Fair Foodies can be found at SNACKDOWN FRYDAY, where the Fair's own food vendors roll out their most outrageous new creations to compete for the prized championship belt. KCBS' Foodie Chap, Liam Mayclem hosts the popular live event on Friday, June 23 at 2 p.m. at the Fair's Grandstand Stage. Snackers will also enjoy \$2 Taste-of-the-Fair when taste-size servings of select Fair treats will be offered for just two bucks -- every Thursday from 11AM to 5PM.

More highlights:

- The Fair's grand 4th of July celebration starts with a full day of great music at the Red, White & Blues Festival and ends with the Fireworks Spectacular featuring the Oakland Symphony.
- Live horseracing returns to the Fairground's historic racetrack Thursday, June 22. Race days: 6/22-6/25, 6/29-7/2, 7/4, 7/7-7/9.
- Monster Truck, Demolition Derby and Extreme Rodeo all return to the Action Sports Arena with a different show featured each weekend. Extreme Freestyle Motocross (FMX) shows run daily.
- The Fair celebrates Father's Day on Sunday, June 18, with free admission for dads until 5PM.
- Festival Latino with Univision returns on Sunday, June 25 with live music, dancing, entertainment, games and more.
- Fair Favorites will be back including exhibits, animals, food, rides, games, pig races, Kids' Park & STEAM Weekends, special event days and more.

For more information including schedules, Discount Days and concert & special event ticket info, visit the Fair's website at www.alamedacountyfair.com. Facebook, Instagram and Twitter offer additional information, previews, updates, contests and giveaways.

2017 Alameda County Fair Information

Dates: June 16-July 9 (Closed June 19, 20, 26, 27)

Hours: 11AM-11PM daily

Carnival Hours: Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 3 & 4 11AM to closing

Horse Racing: June 22-25, June 29-July 2, July 4 & July 7-9

Big O Tires FREE Concerts: 8PM-9:15PM nightly. Fireworks show immediately following at Concert Lawn.

Tuesday, July 4th: Blues Festival, 1-9PM, Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30PM at Budweiser Grandstand

Gate Admission*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 -- FREE
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun and July 3 & 4, \$35

*Purchase in advance (before June 15) and save up to 33%

Special Pre-Fair Pricing (until 6/15/17):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- Unlimited Carnival Wristbands -- \$25
- Season Pass (admission for all 20 days) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

Special Days (ALL SPECIAL PRICING ENDS AT 5PM):

- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY
- Opening Day: June 16 – Kids FREE Friday, UNTIL 5PM
- \$2 Taste of the Fair: June 22 & 29, July 6 — \$2 samples of select Fair treats, UNTIL 5PM
- Seniors FREE Thursdays (62+): June 22 & 29, July 6, UNTIL 5PM
- Kids FREE Fridays (12 and under): June 16, 23, 30 & July 7, UNTIL 5PM

Special Days -- Continued:

- Clothing Drive for Foster Kids presented by Mattress Firm: June 21, UNTIL 5PM — Bring a brand new clothing item and receive FREE admission & \$1 rides
- Feed the Need Food Drive benefitting Alameda County Community Food Bank: June 28, UNTIL 5PM — Bring 4 non-perishable food items and receive FREE admission & \$1 rides)
- July 5 - \$1 Admission & \$1 Rides until 5PM

2017 Big O Tires Concert Series:

6/16 – Sugar Ray

6/17 – Con Funk Shun

6/18 – Plain White T's

6/21 – Jana Kramer

6/22 – Tower of Power

6/23 – John Michael Montgomery

6/24 – Asia

6/25 – Rose Royce

6/28 – Clint Black

6/29 – Ann Wilson of Heart

6/30 – Super Diamond (Neil Diamond tribute)

7/1 – Sheila E

7/2 – America

7/3 – Queen Nation (Queen tribute)

7/4 – Red, White & Blues Festival

7/5 – Wynonna

7/6 – Journey Revisited (Journey tribute)

7/7 – Foreverland (Michael Jackson tribute)

7/8 – Jody Watley

7/9 – Night Ranger

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.