



NEWS RELEASE – March 3, 2017

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ALAMEDA COUNTY FAIR INTRODUCES NEW "PREMIUM FLOOR SEATS" FOR 2017 CONCERT SERIES

Sugar Ray and John Michael Montgomery Concert Tickets Available Now

PLEASANTON, CA – For the Fair's many loyal concert fans, 2017 could be the Best. Summer. Ever. -- with more big names and new, up-close Floor seats.

After a sell-out response to a limited number of reserved concert seats offered last year, Alameda County Fair has added a new section of "Premium Floor Seats" for its 2017 Big O Tires Concert Series. The new section will be located in what is now an open area between the stage and first row of permanent seating. These seats are the new "best in the house," where fans can get close to their favorite performers like never before.

Premium Floor Seats are offered at \$42.99 through the Fair's website starting Wednesday, March 1, 2017. One hundred fifty of the Floor seats will be offered for each headline show. All paid seat tickets include Fair admission.

In addition, 500 "Reserved Seats" will also be available to purchase for every headline show at \$22.99. These are same reserved sections and seats offered last year. All open seats are free with regular Fair admission and filled on a first-come-first-served basis.

Tickets for Sugar Ray and John Michael Montgomery are currently available through the Fair's website. Additional confirmed headliners include Clint Black, Tower of Power, America, Night Ranger, Sheila E. and more, with ticket sale dates to be announced.

Floor & Reserved Seats for tribute shows by Super Diamond, Queen Nation and Journey Revisited may be reserved free of charge in advance by Season Pass holders or by anyone who purchases a full-price (\$15) admission ticket. All open seats for tribute shows are free with admission.

Exclusive offers for Season Pass holders include show discounts and 24-hour, pre-sale window before tickets go on sale to the general public. Premium Floor Seats are just \$30 and Reserved Seats, just \$10. Season Passes, a \$300+ value, are available now through the Fair's website for just \$40 each. www.alamedacountyfair.com.

2017 Alameda County Fair Information

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

Hours: 11 a.m. – 11 p.m. 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, and July 7-9.

Big O Tires FREE Concerts: 8 p.m. – 9:15 p.m., nightly. Nightly fireworks show immediately following at Concert Lawn.

Tuesday, July 4th: Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30 p.m., 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 6/14/15):

- 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 5 P.M.):

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

Special Days -- Continued:

- Clothing Drive for Foster Kids presented by Mattress Firm June 21 (Bring a brand new clothing item and receive FREE admission & \$1 rides) – UNTIL 5 p.m.
- Feed the Need Food Drive benefitting Alameda County Community Food Bank. (Bring 4 non-perishable food items and receive FREE admission & \$1 rides) – June 28, UNTIL 5 p.m.
- 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 – TBA

6/21 – TBA

6/22 – Tower of Power

6/23 – John Michael Montgomery

6/24 – TBA

6/25 – TBA

6/26 – TBA

6/28 – Clint Black

6/29 – TBA

6/30 – Super Diamond

7/1 – Sheila E

7/2 – America

7/3 – Queen Nation

7/4 – Red, White & Blues Festival

7/5 – TBA

7/6 – Journey Revisited

7/7 – TBA

7/8 – TBA

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.