



News Release: June 9, 2017

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## Alameda County Fair Celebrates Opening Day, June 16<sup>th</sup> with Live Cattle Drive and Western Weekend

Friday, June 16, 2017 -- 10:30AM to 11:30AM

Route change information and map below

Pleasanton, Calif. – The Best. Summer. Ever. starts in Pleasanton on Friday, June 16, as Alameda County Fair opens its 2017 season with a real, live cattle drive through Main Street.

The route has been reconfigured since first announced and will now start from the Fairgrounds at Rose Avenue. The team of 60 riders, 150 steers and a pack of cattle dogs, will enter Main Street near the Rose Hotel at approximately 10:30AM. The procession will continue through downtown and back to the Fairgrounds for the official open at 11AM.

Main Street from Del Valle Parkway through Bernal Avenue will be closed during the event starting at 9:30AM, while side streets will implement rolling closures to keep traffic moving. Teams will be on hand to clean up after the animals on the spot.

Many of Pleasanton's downtown businesses (listed below) will offer free tickets to the Fair on opening day, while supplies last, and the Museum on Main will host western-themed crafts and activities for kids starting at 8:30AM. In addition, Main Street Pediatric Dentistry will host children's coloring activities and United Business Bank will be giving out free Cattle Drive backpacks.

The fun will continue with special attractions through Sunday for the Fair's Western Weekend celebration with rodeo games and events in the Action Sports Arena.

Super group Sugar Ray will perform opening night to kick off the Big O Tires Concert Series for 2017.

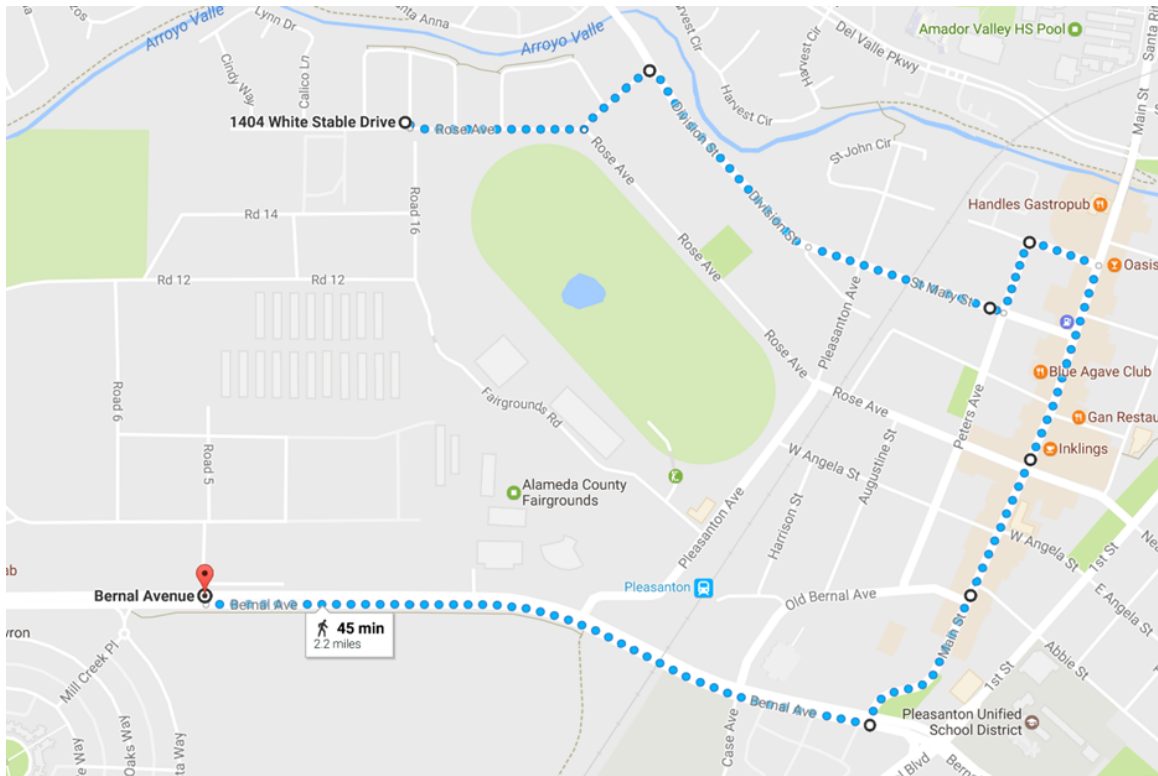
Visit [www.alamedacountyfair.com/entertainment/cattle-drive](http://www.alamedacountyfair.com/entertainment/cattle-drive) for complete schedule, map and updates.

## Downtown Pleasanton Ticket Giveaway

Free Fair tickets will be given away at the following Main Street businesses while supplies last:

- Comerica Bank – 600 Main St.
- Girl Friends Boutique – 549 Main St.
- Gourmet Works – 420 Main St.
- Main Street Pediatric Dentistry – 55 W. Angela St.
- McKay’s Tap House & Beer Garden – 252 Main St.
- Murphy’s Paw – 410 Main St.
- Sole Desire – 310 Main St, Ste. C
- Strizzi’s – 649 Main St.
- Towne Center Books – 555 Main St.
- Wealth Management Associates – 400 Main St.
- Legacy Real Estate & Associates – 608 Main St. Ste. G
- United Business Bank – 465 Main St.

## Cattle Drive Route Map



## 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 30-July 4, July 4 & July 7-9

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

**Tuesday, July 4<sup>th</sup>:** 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)
- First Responders Day: July 4<sup>th</sup> – Free admission until 5PM, check website for details
- 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 & the Big Noise

7/6 – Journey Revisited (Journey tribute)

7/7 – Foreverland (Michael Jackson tribute)

7/8 – Jody Watley featuring Shalamar Reloaded

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 7<sup>th</sup> largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.

