



News Release: June 18, 2017

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## Support Alameda County Fair's Community Food & Clothing Drives, Get in Free

Foster Kids Clothing Drive sponsored by Mattress Firm  
Wednesday, June 21, 11AM-5PM

"Feed the Need" Food Drive with Alameda County  
Community Food Bank  
Wednesday, June 28, 11AM-5PM

Pleasanton, Calif. – Do some good & have some fun. Alameda County Fair is providing two opportunities to support community food and clothing drives and get the Best. Summer. Ever. for free. Earn one free admission for every donation of a new child's clothing item on June 21, or any 4 non-perishable food items on June 28. The offer is good from 11AM until 5PM both days and includes \$1 rides until 5PM.

The Foster Kids' clothing drive directly benefits Bay Area children in need. Local charities will distribute clothing items to children living in foster homes directly following the event. Mattress Firm (formerly Sleep Train,) a long-time champion of the cause, is sponsoring the drive.

"Feed the Need" benefits Alameda County Community Food Bank and is their largest one-day, summer food drive. Last year's drive collected more than 15,000 pounds of food for local residents in need, the majority being children and seniors.

Attendees can also enjoy great shows on both days at the Big O Tires Concert Series: Jana Kramer on June 21 and Clint Black on June 28. Shows start at 8PM and all open seating is free with admission.

Collection sites will be located at all Fair entrance gates. For more information visit: <http://annual.alamedacountyfair.com/explore-the-fair/admission-essentials/discount-days>

## 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 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.