

Hello Summer! ALAMEDA COUNTY FAIR  
JUNE 15–JULY 8  
**PRESS RELEASE**

News Release: June 7, 2018

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## **Alameda County Fair Previews Discount Days & Deals for 2018**

**Pleasanton, Calif.** – Say HELLO to Summer – AND to savings! Opening Day is just around the corner and Alameda County Fair offers lots of ways for guests to enjoy it for less with Discount Days, coupons, online specials and more:

### FAIR DISCOUNT DAYS

- **Opening Day, Friday, June 15** -- \$1 Admission, \$1 Rides, all day until 5PM
- **Father's Day, Sunday, June 17** -- Free admission for dads, all day until 5PM
- **Kids FREE Thursdays, June 21, 28 & July 5** -- Free admission for kids age 12 and under, until 5PM
- **Boomers FREE Fridays, June 22, 29 & July 6**, Free admission for "Boomers" age 62 and better, until 5PM
- **Fair Food Bite Thursdays, June 21, 28 & July 5 from 11AM – 5PM** -- Food vendors offer fun-sized samples of select tasty treats for just 2 bucks!
- **Foster Kids Clothing Drive & 1 Rides, Wednesday, June 20** -- Get one FREE admission with every donation of one new child's clothing item. Benefits foster children in the Bay Area.
- **Feed the Need Food Drive & \$1 Rides, Wednesday, June 27** -- Get one FREE admission for every donation of four (4) non-perishable food items. Benefits Alameda County Community Food Bank.

Continued:

- **First Responders Day, Wednesday, July 4** -- Free admission for those in First Responder roles with valid ID until 3PM.
- **Military Appreciation, All day, every day** -- FREE admission with valid military or veterans ID.

## STEALS & DEALS

- **FREE Ticket Giveaway** at the **Cattle Drive, Friday, June 15** at 10:30AM, Main Street, Pleasanton. Local merchants will be giving away FREE Fair tickets good for any one day of the Fair's opening weekend, while supplies last.  
<http://annual.alamedacountyfair.com/cattle-drive/>
- **BOGO Deals** – Buy One, Get One Admission deals are available through Groupon, Valpak and Your Town Monthly.
- **Advance Purchase Discounts** – Save up to 20% on admission tickets, Fun Packs, carnival wristbands, tasting events, parking passes and more **before June 15** at:  
<https://www.etix.com/ticket/v/10432?cobrand=alameda>
- **2018 Season Pass** – Benefits include admission every day of the Fair, discounts on concert tickets (some shows FREE,) Action Sports reserved seats and wine, craft beer & craft cocktail tasting events, plus 24-hour pre-sale advantage.  
<https://www.etix.com/ticket/v/10432?cobrand=alameda>
- **Carnival Wristbands** – Unlimited rides, all day long. Available at carnival area ticket booths or online before June 15 for additional savings:  
<https://www.etix.com/ticket/v/10432?cobrand=alameda>
- **The Fair Deal** - A full page of vendor coupons & specials to save on food, drinks, merchandise and more inside the Fair. Available in the June 8 edition of Pleasanton Weekly or at any information booth inside the Fair. Download at: (link)

## 2018 Alameda County Fair Information


**Dates:** June 15-July 8 (Closed June 18-19, 25-26, July 2-3)

**Hours:** 11AM-11PM daily (except July 4<sup>th</sup>, see website for updates)

**Carnival Hours:** Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 4 (11AM-6PM)

**Horse Racing:** June 15-17, 21-24, 28-30, July 1, 4, 6-8

**Big O Tires FREE Concerts:** 8PM-9:15PM PM nightly. "Born Free" video & fireworks show immediately following at Concert Lawn.

 **BART & WHEELS** – Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle (Route 52) to the Fairgrounds -- all day, every day of the Fair, until closing (except July 4<sup>th</sup>.)

### Gate Admission\*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- General Parking - \$10
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun & July 4, \$35
- Carnival Fast Pass – NEW! Any single day \$10
- Sky Ride – NEW! \$5 one-way, \$8 unlimited

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

### Special Pre-Fair Pricing (until 6/14/18):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- General Parking - \$8
- Unlimited Carnival Wristbands -- \$28
- Season Pass (admission for all 18 days and discounts on events) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

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

- Opening Day: June 15 – \$1 Admission, \$1 Rides, UNTIL 5PM
- Father's Day: June 17 – Dads FREE, UNTIL 5PM
- \$2 Bites of the Fair (Thursdays): June 21 & 28, July 5 — Select fun-sized Fair treats just \$2 each, UNTIL 5PM

Special Days (continued):

- Kids FREE Thursdays (12 and under): June 21 & 28, July 5, UNTIL 5PM
- Boomers FREE Fridays (62+): June 22, 29 & July 6, UNTIL 5PM
- Clothing Drive for Foster Kids presented by Mattress Firm: June 20 — Bring a brand new child's clothing item and receive FREE admission & \$1 rides, UNTIL 5PM
- Feed the Need Food Drive benefitting Alameda County Community Food Bank presented by Lucky California: June 27 — Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5PM
- First Responder's Day: July 4 – Free admission with valid ID, UNTIL 3PM
- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

**2018 Big O Tires Concert Series:**

6/15 – Blue Oyster Cult  
6/16 – Sean Kingston  
6/17 – En Vogue  
6/20 – Clay Walker  
6/21 – 38 Special  
6/22 – Smash Mouth  
6/23 – Boys of Summer: The Music of the Eagles  
6/24 – Sir Mix-A-Lot  
6/27 – Morris Day & The Time  
6/28 – Con Funk Shun  
6/29 – Queen Nation (Queen Tribute)  
6/30 – The Tubes  
7/1 – Purple Reign  
7/4 – NO CONCERT  
7/5 – LeAnn Rimes  
7/6 – Journey Revisited (Journey tribute)  
7/7 – Super Diamond (Neil Diamond tribute)  
7/8 – WAR

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.