

News Release

 ALAMEDA
COUNTY FAIR
JUNE 14-JULY 7
PLEASANTON

News Release: April 23, 2019

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Alameda County Fair Returns with Thrilling New Mega-Flip Ride, Delicious Food and Top-Notch Entertainment

Cattle Drive, Carnival Fun and Concert Series Take Center Stage

Pleasanton, Calif. – You can almost smell the corndogs and cotton candy wafting through the warm summer air; Alameda County Fair returns June 14-July 7 with exciting new attractions, a big fireworks show and, of course, the world's best fair food.

The Fair will open with the “Last Ride” of its popular Cattle Drive down main street at 10:30am on Friday, June 14. This will be the final event where real-life cowboys and cowgirls driving a massive herd of cattle through downtown Pleasanton. Fair entertainers will also be a part of the procession and local shops will once again give out free admission tickets good for any one day of the Fair's opening weekend, while supplies last. The Fair is also offering free admission until 3pm on opening day.

The 2019 Big O Tires Concert Series once again rolls out some of music's biggest names including Vince Neil of Mötley Crüe, Trace Adkins, Ashanti, Loverboy, Gin Blossoms, Sheila E., Norteño superstar Ramon Ayala with opening artist Yolanda Del Rio, plus many more. Ticket prices vary by show and section and always include Fair admission.

Thrill-seekers will want to head straight to the Mega Flip, a brand-new extreme ride that thrusts riders high into the sky from four different swinging booms while simultaneously spinning and flipping. The popular Sky Ride will also be back for soaring views of the entire fairgrounds. Tickets are sold online, or at the ride, and are priced at \$6.

Exciting new cultural festivals also debut at the Fair this year featuring live entertainment, attractions, and cooking demonstrations. Out at the Fair celebrates LGBTQ pride, while the Fiesta, Bollywood, and Asian Pacific celebrations pay homage to the multicultural roots and communities of the Bay Area.

- Fiesta a la Feria – June 16
- Out at the Fair – June 22
- Asian Pacific Celebration at the Fair – June 23
- Bollywood at the Fair – June 30

In food news, the Fair proudly welcomes Ricardo's Hawaiian Feast, a tasty trip to the Islands offering fresh fruit treats, chicken and shrimp pineapple bowls, fish and chips, piña coladas, and more. Teriyaki Rice Bowls at MK Concessions and Acai Berry Bowls at Chimney Cake Cone are two new menu items at the Fair this year, and Hawaiian Honey Cones makes a one-day appearance at the Asian Pacific Celebration on June 23.

Live horseracing returns to the Fairground's historic racetrack on Opening Day and will run June 14-16, 20-23, 27-30, July 4-7. For the first time, the Stella Artois Grandstand's Sky Lounge will be open to the public on race days and offers air-conditioned, in-suite race viewing and wagering, buffet dining, and more. Reservations are offered online at \$50 per person.

As always, the Fair offers a variety of special promotions and discount days, including a new Pet Food Drive partnering with Valley Humane on June 19, Feed the Need food drive benefitting Alameda County Community Food Bank, presented by Lucky on June 26, and Foster Kids clothing drive presented by Mattress Firm on July 3. Free admission and \$1 rides until 5pm.

For unlimited Fair-fun, the new Premium Fair Season Pass includes admission *and* parking for all 18 days of the fair, as well as concert and event discounts, for just \$80. Standard 2019 Season Passes are also available for \$40.

Additional highlights and special features:

- Nightly fireworks and video show will take place following the concerts at the Bud Light Concert Lawn on the Bay Area Air Quality Management Jumbotron every night (except June 28 and July 4).
- \$2 Taste of the Fair, Thursday June 20 and 27, will feature fun-size portions of select fair treats for just two dollars.
- The Fair celebrates Father's Day on Sunday, June 16, with free admission for dads until 5pm.
- Baby Boomers (62+) can visit the fair for free every Friday until 5pm, presented by Alameda County Social Services Agency.
- The Junior Livestock Auction will be held on Sunday, July 7 at 9am at the Livestock Pavilion.
- Fair Favorites are back, including pig races, exhibits, animals, food, rides, games, Kids' Park and STEAM Weekends (PowerStation presented by East Bay Community Energy), and more.

For more information including schedules, discount days, and concert and special event ticket info, visit the Fair's website at www.alamedacountyfair.com. Follow the Fair's official [Facebook](#), [Instagram](#) and [Twitter](#) for additional information, previews, updates, contests, and giveaways.

2019 Alameda County Fair Information

Dates: June 14-July 7 (Closed Mondays & Tuesdays: June 17-18, 24-25, July 1-2)

Hours: 11am-11pm daily (except July 4th, 11am-8pm, see website for updates)

Carnival Hours: Wed-Thurs 12pm to closing, Fri-Sun 11am to closing, July 4 (11am-8pm)

Horse Racing: June 14-16, 20-23, 27-30, July 4-7

Big O Tires FREE Concerts: 8pm-9:15pm nightly. Special video & fireworks show immediately following at the Bud Light Concert Lawn on the BAAQM Jumbotron.

2019 Big O Tires Concert Series:

- 6/14 - WAR
- 6/15 - Ashanti
- 6/16 - Ramon Ayala (with opening artist Yolanda Del Rio)
- 6/19 - Sammy Kershaw, Collin Raye and Aaron Tippin - Roots & Boots Tour, a 90's Electric Throwdown
- 6/20 - Earth to Mars (Bruno Mars tribute)
- 6/21 - Loverboy
- 6/22 - Aly & AJ
- 6/23 - Lifehouse
- 6/26 - Sheila E.
- 6/27 - KISS Revisited (KISS tribute)
- 6/28 - Gin Blossoms
- 6/29 - BB King Blues Band featuring Michael Lee (from The Voice)
- 6/30 - James Garner's Tribute to Johnny Cash
- 7/3 - Trace Adkins
- 7/4 - NO CONCERT
- 7/5 - Aja Vu (Steely Dan tribute)
- 7/6 - Tommy Castro & The Painkillers - Killin' It Live Record Release Tour
- 7/7 - Vince Neil of Mötley Crüe

BART & WHEELS - Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle to the Fairgrounds. All day, every day of the Fair, until closing.

Gate Admission*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 -- FREE
- General Parking -- \$10

- Unlimited Carnival wristbands -- Wed-Thurs \$30, Fri-Sun & July 4, \$35 – valid any one day of Fair
- Sky Ride -- \$6 unlimited rides any one day of Fair

**Purchase in advance (before June 13) and save up to 33%*

Special Pre-Fair Pricing (until 6/13/19):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- General Parking -- \$8
- Unlimited Carnival Wristbands -- \$28 (Valid any one day of the Fair)
- NEW! 2019 Fair Season Pass PREMIUM (admission for all 18 days with PARKING, plus concert & event discounts) -- \$80
- Season Pass (admission for all 18 days, plus concert & event discounts) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

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

- FriYAY FREE til 3 -- Opening Day, Friday, June 14, FREE admission UNTIL 3pm
- Father's Day: Sunday, June 16 -- Dads FREE, UNTIL 5pm
- \$2 Fair Food Bites (Thursdays): June 20 & 27 -- Select fun-sized Fair treats just \$2 each, UNTIL 5pm
- Kids FREE Thursdays (12 and under): June 20 & 27, UNTIL 5pm
- Boomer FREE Fridays (62+) presented by Alameda County Social Services Agency: June 14, 21, 28 & July 5, UNTIL 5pm
- Pet Food Drive, partnering with Valley Humane Society: Wednesday, June 19 -- Bring new, unopened pet food items (see list) and receive FREE admission & \$1 rides, UNTIL 5pm
- Feed the Need Food Drive benefitting Alameda County Community Food Bank presented by Lucky California: Wednesday, June 26 -- Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5pm
- Clothing Drive for Foster Kids presented by Mattress Firm: Wednesday, July 3 -- Bring a new child's clothing item and receive FREE admission & \$1 rides, Until 5pm
- First Responder's Day: July 4 -- Free admission with ID
- Military Appreciation: Every Day -- One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

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