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## Alameda County Fair Announces the “Last Ride” of the Opening Day Cattle Drive

**Friday, June 14, 2019 at 10:30AM**

Pleasanton, Calif. - Hundreds of hooves will tromp through the streets of Downtown Pleasanton for the final time as the Alameda County Fair hosts the “Last Ride” of its Opening Day Cattle Drive.

The event will feature over 150 large steers parading down Main Street, as well as a procession of cowboys, cowgirls, fair entertainers and more. The Cattle Drive will start at the Fairgrounds near the Rose Avenue Gate and then move down Del Valle Parkway and continue on to Main Street in Downtown Pleasanton on Friday, June 14 at 10:30AM.

This will be the final opportunity for people to witness a real, live cattle drive through a major urban area.

“We are looking forward to the ‘Last Ride’ of our opening day Cattle Drive,” said Angel Moore, Vice President of Business Development. “It has been a wonderful opening celebration, but the Alameda County Fair is always changing and evolving. We want to be able to create new, fun experiences that will keep all our fair-goers excited about attending year after year.”

Several select downtown businesses will be giving away free Fair tickets while supplies last, and the Museum on Main will provide fun activities for kids. Plus, the fair will be offering free admission to everyone on opening day until 3pm.

Main Street will be closed during the event, while side streets will implement rolling closures to keep traffic moving.

The festivities will continue with special attractions for the Fair’s “Western Weekend” celebration. The band WAR will perform opening night to kick off the 2019 Big O Tires Concert series.

For more additional details, including schedules, discount days, and concert and ticket info, visit the Fair’s website at [www.alamedacountyfair.com](http://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 4<sup>th</sup>, 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 (except July 4).

### 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 Mötely 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 (except July 4).

### 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
- New! BUY ONE, GIVE ONE – Buy a regular, full-price admission ticket (\$15) and Alameda County Fair will give a Fair ticket to a deserving, local foster family. Promotion period runs May 29 to June 12, 2019. Tickets must be purchased through the Fair’s website.

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