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## 2019 Alameda County Fair Ends with Increased Overall Attendance

### Last Cattle Drive, Big-Name Concerts, and New Special Events Help Boost Turnout

Pleasanton, Calif. – The 2019 Alameda County Fair has wrapped up its 107<sup>th</sup> year seeing a spike in attendance, website and social media users, and number of corndogs consumed.

The Fair concluded on Sunday, July 7 with an 18-day run full of thrilling rides, live horse racing, star-studded concerts, action sports, animals, cultural festivals, and delicious Fair foods.

“With the Last Ride of the Cattle Drive, the great concerts, and all our new special features, every day offered something fun for everyone,” said Jerome Hoban, CEO of the Alameda County Fair. “We are so grateful to all who came out and continue to make the Fair a part of their summer tradition.”

### 2019 Fair Highlights:

- The addition of the new Mega-Flip ride drew thrill seekers to the Carnival as it thrust riders high in the air while spinning and twisting. The Sky Ride, a cross-grounds attraction offering a bird’s eye view of the Fair, was also a popular Fair feature and saw increased riders this year.
- Thousands of people turned out to watch the “Last Ride” of the opening day Cattle Drive on Friday, June 14. Crowds cheered on hundreds of cattle, cowboys and cowgirls, and Fair entertainers as they tromped through Main Street in downtown Pleasanton for the final time.
- Concert-goers packed the amphitheater nightly for the Big O Tires Concert Series, which featured performances from Ashanti, Trace Adkins, Gin Blossoms, Sheila E., and Vince Neil of Mötley Crüe.

- The Fair introduced several new cultural festivals to celebrate the deep multicultural roots of the Bay Area, including an Asian Pacific Celebration, Out at the Fair, and Bollywood at the Fair.
- The Action Sports Arena came alive each weekend with featured shows like Extreme Rodeo, Arenacross Nationals, Monster Trucks, and Demolition Derby.
- STEAM weekends featured fun, hands-on educational exhibits and activities for kids with themes like Agriculture and Horticulture, Engineering, Electronics and Robots, Lego Festival, Robot Day, and Environment and Space.
- Live horse racing returned with a full, 15-day schedule which began on opening day and ran through the final weekend.
- Favorite daily attractions included Alaskan Pig Races, Great American Petting Zoo, carnival rides & games, and the world's best Fair food.

## 2019 Alameda County Fair by the Numbers:

TOTAL ATTENDANCE: **454,276 (up 7.3 %)**

Total Vehicles Parked – **132,198 (up 11.3%)**

Horse Racing Track Attendance – **49,483**

### EXHIBITS:

Competitive Exhibit Entries – **17,609**

Exhibitors – **5,957 (up 10%)**

Jr. Livestock Auction – **\$716,391**

Small Animal Sales – **\$67,671.74 (up 15.9%)**

Fine Art sales – **\$17,836.25 (up 8.8%)**

### CLASSIC FAIR FOOD CONSUMED:

Corn Dogs – **35,320 (up 11.5%)**

BBQ Turkey Legs – **12, 872 (up 7.3%)**

Burgers – **5,873**

Funnel Cake – **33,684 (up 12.3%)**

Cotton Candy – **4,852 (up 14.6%)**

Candy Apples – **813 (up 14.8%)**

Deep Fried Twinkies – **784 (up 19.1%)**

### FEED THE NEED FOOD DRIVE:

Pounds of Food Donated – **27,000 pounds (equates to 22,500 meals)**

### FOSTER KIDS CLOTHING DRIVE:

Number of People Who Donated Clothing: **6,736 (up 23%)**

### NEW PET FOOD DRIVE:

Pounds of Pet Food Donations: **19,813**

**VOLUNTEER PROGRAM:**

Fair Volunteers – **630**

Volunteer Hours – **7,700 (up 7%)**

**WEBSITE & SOCIAL MEDIA:**

Users – **827,774 (up 56.4%)**

Sessions – **1,284,411 (up 48%)**

Website Visits – **2,381,886 (up 48.6%)**

Page Visits – **3,149,490 (up 54.6%)**

Facebook Fans – **118,292 (up 7.9%)**

Instagram Followers – **15,700 (up 37%)**

Twitter Followers @ACFair – **4,341**

*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.*