

# News Release

 **ALAMEDA  
COUNTY FAIR**  
**JUNE 14-JULY 7**  
PLEASANTON

## **News Release: July 29, 2019**

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## **Alameda County Fair Gives Back Through Numerous Community Programs**

### **Ticket Donation Programs and Charity Drives Help Support Those in Need**

Pleasanton, Calif. – The Alameda County Fair has always been dedicated to serving those in the Tri Valley and beyond. In 2019, the Fair was able to provide several important fundraising opportunities to various non-profit and community organizations.

The Fair worked with the Ticket to Dream program to offer free tickets to Foster children. From May 29-June 12, 2019, anyone who purchased a general admission ticket online would get a ticket matched by Ticket to Dream. A total of 3,224 tickets were donated, allowing local children the chance to experience a joyful day at the Fair.

New to the Fair this year was a Pet Food Drive to benefit Valley Humane Society. On June 19, VHS staff and volunteers collected a total of 19,813 pounds of pet food donations. Through this outreach, the VHS was able to fill the AniMeals shed and also donate to other animal care groups.

The Fair also partnered with the Alameda County Community Food Bank for its annual Feed the Need food drive on June 26. A total of 27,000 pounds of food was collected through the drive, equating to 22,500 meals throughout Alameda County.

The Foster Kids Clothing Drive, which was held on July 3, was another successful drive and saw 6,736 people bringing in donations. Mattress Firm, which sponsored the event, helped collect new clothing to distribute to foster kids all over the Bay Area.

Each year, the Fair also provides free admission for military and issued 6,432 complimentary tickets, as well as 1,011 complimentary tickets for First Responders.

Public and private schools across the area benefitted from the 6<sup>th</sup> annual "Summer Learning Fun", which provided 113,730 free tickets to students all over Alameda County.

Non-profit groups were also able to fundraise through the Fair's non-profit ticket sales program which allowed organizations such as East Oakland Youth Development, Scouts, school bands, churches, and more to sell discounted advance admission prior to Fair opening and keep a portion of the total sales.

On June 22, the Fair was honored to once again join forces with George Mark Children's House, a home for critically and terminally ill children, to bring Fair entertainers, games, and more to kids who wouldn't have otherwise been able to experience the festivities.

Plus, about 900 volunteers of all ages and abilities came out to the event, helping to train others on how to positively contribute to the community.

"The Alameda County Fair has always been committed to serving our community," said Angel Moore, VP of Business Development. "We are delighted to be able to partner with so many wonderful organizations to offer free admission to the Fair, fundraising opportunities, volunteer services, and much needed charity drives."

*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.*