

News Release

 ALAMEDA
COUNTY FAIR
JUNE 14-JULY 7
PLEASANTON

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New Cultural Festivals and Special Features Debut at the Alameda County Fair

Cultural Festivals, Tasting Fests, and LGBTQ Pride Celebration Embrace the Bay Area's Diverse Population

(Pleasanton, Calif.) --- The Alameda County Fair is paying homage to the Bay Area's deep multicultural roots through several exciting new cultural festivals which will debut this year at the Fair.

These celebrations take place on several specific days and will feature live entertainment, attractions, cooking demonstrations, and more.

Out at the Fair celebrates LGBTQ pride, while Fiesta a la Feria, Bollywood at the Fair, and Asian Pacific Celebration at the Fair honor 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

"The Alameda County Fair prides itself on community and inclusiveness," said Angel Moore, Vice President of Business Development. "We are excited to introduce these new festivals to recognize the importance that diversity plays in all communities throughout the Bay Area."

The Fair is also bringing back several popular events, including the Brew Fest, Wine Fest, and Cocktail Fest. Tickets for those events may be purchased online up to the day before the event and include admission or purchased separate from admission and can be purchased at the door.

For more additional details, including schedules, discount days, and concert and 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 fireworks show (except July 4) immediately following concerts at the Bud Light Concert Lawn on the BAAQM Jumbotron. On June 28 there will be a Fireworks Spectacular, featuring live fireworks set to music, at 9:45pm at the Stella Artois Grandstand. ([See website for full concert line up](#))

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
- New! BUY ONE, GIVE ONE – Buy a regular, full-price admission ticket (\$15) and the 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.
- 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

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, (except 4th of July) until closing.

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.