

News Release: June 10, 2019

Contact: Angel Moore, Marketing 925-567-6588

amoore@alamedacountyfair.com

Liz Rosinski, PR, 650-245-2667

Liz.Rosinski@gmail.com

Alameda County Fair Offers Sneak Peek of Opening Weekend Festivities

“Last Ride” of the Cattle Drive, Fiesta at the Fair, Brew Fest, and Concerts from WAR and Ashanti Kick-off First Three Days of the Fair

Pleasanton, Calif. – The Alameda County Fair returns to the fairgrounds in Pleasanton on June 14 with an opening weekend packed full of thrilling events, exciting entertainment, and nonstop family fun.

- The “Last Ride” of the Opening Day Cattle Drive will be the final opportunity for people to witness a real, live cattle drive through a major urban area. On June 14 at 10:30am, over 150 steers, along with fair entertainers, will tromp down Main Street in Pleasanton. The drive will start at the fairgrounds near the Rose Avenue gate, move down Del Valle Parkway, and continue onto Main Street. (Free to the public)
- FriYAY Free: FREE admission Opening Day, Friday, June 14, until 3pm.
- Boomers FREE Fridays, Friday, June 14 included, until 5pm.
- Dads get in FREE on Father’s Day, Sunday, June 16, until 5pm.
- Western Weekend, June 14-16, Fun Rodeo Games and Kids Events all weekend long at the Action Sports Arena. Plus, don’t miss the Extreme Rodeo show June 14-15 at 7pm.
- WAR kicks off the Big O Tires Concert Series on Friday, June 14, followed by Ashanti on Saturday, June 15, and Raymond Ayala on Sunday, June 16. All seats are reserved and available for purchase online through the [concert page](#). Tickets include Fair admission.
- Brew Fest: Saturday, June 15 from 2-5pm: More than 25 top breweries will be pouring a variety of craft beers at the Stella Artois Grandstands. Tickets are \$40 and include fair admission, tasting glass, and unlimited sampling. Purchase tickets [here](#). Tickets include Fair admission if purchased online the day before the event.
- Fiesta at the Fair: Sunday, June 16 from Noon-9:30pm. Free with Fair admission. Experience live music, cooking demos and special entertainment acts throughout the grounds. Catch the Fiesta del Charro afterwards at 7pm at the Action Sports Arena. Plus, the Big O Tires Concert Series features Raymond Ayala with opening act Yolanda del Rio at 8pm ([concert page](#)).

- Live Horse Racing starts on Opening Day, June 14 and continues on June 15 and 16.
- Kids STEAM Weekend Fun, June 14-16. Kids can have fun learning while they play at STEAM-theme Weekends. Free with admission.

2019 Alameda County Fair Information

Dates: June 14-July 7 (Open Wednesday-Sunday): June 17-18, 24-25, July 1-2

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

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. Nightly fireworks show (except 4th of July) 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.

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, (except 4th of July) until closing.

Special Pre-Fair Deals (*Purchase in advance, before June 13, and save up to 33%*)

- 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

Regular 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

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.

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.