

# News Release



## News Release: June 16, 2021

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## Live Horse Racing Returns to Pleasanton and the Fair Unveils New Contactless Payment System

Pleasanton, Calif. – Live Horse Racing Returns to Pleasanton starting this Friday, June 18 through July 18, every Friday through Sunday, including Monday, July 5. Post Time is 2:45 PM daily.

The Fairgrounds is ready to welcome racing fans back safely this summer, with two restaurants and a range of seating options. Sky Lounge, an indoor restaurant, offers picturesque views, attended serving stations ([click for menu](#)), air conditioning, and private betting windows. Trackside Terrace is an open-air outdoor dining experience with elevated views of the racetrack, attended serving stations, betting machines, and in-person betting clerks. Box Seats and Grandstand Reserved Seats offer great views of the track and access to concessions. All dining and seating options include parking. Tickets are available online only.

This year racing fans can watch and wager in person and catch the excitement of horse racing at the Stella Artois Grandstand.

### 2021 Stakes Races

- Saturday, June 26 - She's A Tiger, \$75,000 Guaranteed
- Saturday, July 3 - Oak Tree Sprint, \$75,000 Guaranteed
- Saturday, July 10 - Everett Nevin Stakes, \$75,000 Guaranteed

Racing Seminars return daily at 1 PM at the Farmhouse, co-hosted by Dennis Miller and Craig Braddick. These daily seminars offer a chance to learn about the day's racing schedule and get insider tips and picks each day of racing.

When Racing opens this Friday, the Fairgrounds will be unveiling their new contactless payment system and launching a new Community Rewards Program powered by Trio. Trio offers a community-based rewards program

that will assist in supporting small businesses and bring economic lift to the community.

The Alameda County Fair Community Rewards Program powered by Trio will put money back in visitors' pockets by allowing them to earn rewards with every admission, food and beverage, and parking purchase. Trio will provide all ticketing at Live Racing and the Fall Fair, October 22 through 31, contactless payments, and community rewards for the Fairgrounds.

How to Earn Rewards:

- Purchase admission tickets to Live Horse Racing
- Purchase food and beverage while at the Fairgrounds
- Make a purchase from a participating restaurant or retailer
- Local businesses benefit by connecting to Fairgrounds visitors and Fairgrounds visitors benefit by earning rewards and supporting small businesses in the community.

Horse Racing in the Stella Artois Grandstand will be the first time guests can experience the Community Rewards Program and use their rewards from their smartphone, tablet, or computer. Guests will be able to order food and beverages, pay, and keep track of all rewards from one spot in the Trio Rewards mobile app. Guests will have the option to order food and drink before leaving their seats.

The new Community Rewards Program powered by Trio will be a staple in the upcoming Fall Fair held this October. The Alameda County Fair continues its commitment to guest and employee safety by limiting touchpoints and promoting contactless payments.

For more information about Horse Racing visit: [alamedacountyfair.com/live-horse-racing](https://alamedacountyfair.com/live-horse-racing)

For more information about Trio visit: [triorwards.com](https://triorwards.com)

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*The Fairgrounds is successfully operated by the Alameda County Agricultural Fair Association, a 501(c) 3, nonprofit organization, with no government funding from the city, county or state. The Alameda County Fair is ranked one of the top 50 North American Fairs and the 7<sup>th</sup> largest Fair in California. International Association of Fairs and Exposition (IAFE) named Alameda County Fair a top 100 Fair.*

## 2021 Live Horse Racing

**2021 Live Horse Racing Dates:** June 18 – July 18 (Friday – Sunday, and Monday, July 5)

**Post Time:** 2:45pm

**Stakes Races:**

- Saturday, June 26 - She's A Tiger, \$75,000 Guaranteed
- Saturday, July 3 - Oak Tree Sprint, \$75,000 Guaranteed
- Saturday, July 10 - Everett Nevin Stakes, \$75,000 Guaranteed

**Trackside Terrace Outdoor Dining:** \$65 per person, menu changes daily

**Sky Lounge Indoor Dining:** \$75 per person, menu changes daily

**Box Seats:** \$18 per person

**Reserved Grandstand Seats:** \$15 per person

All tickets must be purchased online and include parking

**Daily Racing Seminars:** co-hosted by Dennis Miller and Craig Braddick, 1 PM, each day of racing

**More Information:** [alamedacountyfair.com](http://alamedacountyfair.com)