

News Release



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Contact: Tiffany Cadrette, tcadrette@alamedacountyfair.com

Alameda County Fair Foundation Hosts Whiskey Tasting Fundraiser at The Farmhouse

Pleasanton, Calif. – The Alameda County Fair Foundation; a 501c (3) non-profit organization whose mission is to raise funds for educational youth programs and capital projects on the Fairgrounds hosted a fundraiser in the newly renovated Farmhouse (formerly the Palm Pavilion).

Donors were invited to an exclusive Whiskey Tasting led by Brion Wise, owner of B. Wise Vineyards and Constable Kentucky Straight Bourbon Whiskey. This unique experience offered each guest the opportunity to hand dip their own whiskey bottle in wax and seal it with a custom Alameda County Fair Foundation stamp.

Guests safely enjoyed music, food, a silent auction, and most importantly, one of a kind craft whiskey, specially selected and finished for the event. The silent auction was a highlight and there was a live auction at the end of the night. Over \$55,000 was raised by sponsors; Blind Tiger Premium Ice, Spectra, Constable Whiskey, B. Wise Vineyards, Alameda County Firefighters Association, Black Tie Transportation, Wilson Events, San Leandro Police Officers Association, Mirador Capital Partners, Morgenroth Development, Galvan & Associates, Wente Vineyards, Hoge Fenton Jones & Appel, Trio Rewards, Security Eye, Farm 2 Fair, 3 Calhoun Sisters Ranch, Paradiso, El Taquito Dos, Hap's Original, GoodGuys, Barn N Boards and private donors for The Farm vision.

The future Farm will be a STEAM-based (Science, Technology, Engineering, Agriculture & Math) educational exhibition farm that will provide experiential tours for school groups throughout Alameda County. The Farm's expert volunteers from docent groups of master gardeners, local fruit growers, cattle ranchers and various agri-businesses will be on hand to teach and guide young visitors through the program. The Fair Foundation is working to bring this extraordinary resource to Alameda County.

"I was happy to attend such a fun and unique event to support the Alameda County Fair Foundation. Raising money for the Foundation to build an educational farm at the fairgrounds is a huge endeavor benefiting the entire County and is greatly needed in this urban environment." Melissa Hernandez, Mayor of Dublin, CA

A special thank you is extended to Mayor Hernandez, of Dublin, CA. Mayor Hernandez made a generous donation to help offer kids a hands-on farm-to-table experience where they will learn all about the foods they eat and the amazing scientific innovations that make farming possible.

Because of the generosity of these sponsors and donors, the Foundation was able to raise funding to help bring The Farm into the next stage of planning.

For more information about the Alameda County Fair Foundation and The Farm, visit <https://alamedacountyfair.com/foundation>

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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 7th largest Fair in California. International Association of Fairs and Exposition (IAFE) named Alameda County Fair a top 100 Fair.