

News Release



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2021 Alameda County Fair Sees Over 100,000 Guests in Just Nine Days

Fall Fair Receives Warm Reception from the Community

Pleasanton, Calif. – The chilly, and even stormy, fall weather couldn't stop a warm reception by the community for the 2021 Alameda County Fair.

The Alameda County Fair ended on October 31 and was the first Fair since 2019, due to the pandemic.

A torrential storm forced the Fair to close for one day on Sunday, October 24, cutting its original ten day run down to nine. After the storm, Fair workers all rolled up their sleeves and worked to get everything cleaned up quickly so they could re-open on schedule.

The first ever Fall Fair offered a festive array of new fall themed activities, as well as all the traditional Fair favorites like the carnival, pig races, and indulgent Fair foods.

The Fair welcomed the talents of the "Pumpkin Picasso", Farmer Mike Vallado, as he carved his masterpieces into Giant pumpkins each weekend. The event also showcased a Halloween Movie Series each night on the concert lawn.

Fair-goers enjoyed high-energy nightly concerts at the Lucky California Amphitheater from such notable acts like Spin Doctors, War, Journey Revisited and Night Ranger.

The Stella Artois Grandstand also offered thrilling daily performances from the Imperial Knights Extreme Medieval Stunt Show and eye popping stunts from FMX Freestyle Motocross.

During the Fair, the brand new American Farm Tractor Museum opened and will remain a permanent exhibit at the Fairgrounds to be used for schools and other educational purposes.

On its closing day, the Fair came alive with Halloween spirit, offering trick or treating throughout the Fairgrounds, a costume contest and a Dia de Los Muertos celebration.

"We were so pleased with how the community came out to support the Fair this year," said Tiffany Cadrette, Marketing and Communications Manager for the Alameda County Fair. "And while we loved the unique Fall experience, we are so excited to return to our traditional summer dates. We can't wait to get back on the 'Road to Summer' for our next Fair, June 17- July 10, 2022."

2021 Alameda County Fair by the Numbers:

TOTAL ATTENDANCE: **100,401**

CLASSIC FAIR FOOD CONSUMED:

Corn Dogs – **19,731**

BBQ Turkey Legs – **3,766**

Funnel Cake – **8,376**

EXHIBITS:

Competitive Exhibit Entries – **4,604**

Exhibits Displayed in Building R- **515**

Exhibitors – **1,033**

Jr. Livestock Auction – **\$791,460.59**

VOLUNTEER PROGRAM:

Fair Volunteers – **6,331**

Volunteer Hours – **331**

WEBSITE & SOCIAL MEDIA:

Users – **345,449**

Sessions – **536,165**

Page Views – **1,332,076**

Facebook Fans – **118,275**

Instagram Followers – **20,483**

Twitter Followers @ACFair – **4,341**

The Alameda County Fair is operated by the non-profit Fair Association without any tax funding from the government. In 2020, the Alameda County Fair ranked one of the Top 50 North American Fairs and the 7th largest Fair in California.