

News Release



ALAMEDA COUNTY
FAIRGROUNDS
PLEASANTON

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The Alameda County Fair Announces 2023 Fair Dates

Summer Vibes Kicks Off with Black Friday Savings

Pleasanton, Calif. – The 2023 Alameda County Fair will run from June 16 through July 9 in Pleasanton. The theme for the next Fair is Summer Vibes.

“We are excited to bring the community back together next year with a theme that celebrates summer,” said Jerome Hoban, CEO of the Alameda County Fairgrounds. “Fair is an exciting time when memories are made, this year’s theme captures that feeling.”

The 2023 Fair will be open for 20 days and include the best Fair food, shopping, the summer concert series, live horse racing, animals, pig racing, competitions, kids’ activities, and tasting fests, plus special events including the popular Hispanic festival.

“We are proud to offer an inclusive and safe Fair that celebrates the entire community”, said Angel Moore, COO of the Alameda County Fairgrounds, “as well as summer fun and education for children with competitions, agriculture, rides and STEAM activities.

Tickets will be sold online again this Fair, both in advance and on-site. The ticket prices are discounted through June 15, 2023; \$15 for general admission, \$13 for child and senior admission. General parking is \$13, one-day carnival wristbands \$32, and season passes start at \$45. For a full list of ticket prices, including during Fair, visit alamedacountyfair.com.

Tickets go on sale November 23 through November 29 during the Black Friday and Cyber Monday sales with an additional 10% savings off the advance ticket prices. The Fair will announce promo codes to save on admission, parking, carnival rides, and season passes on their [website](http://alamedacountyfair.com), social platforms and e-newsletter. Plus, during the November sales, the Alameda County Fair will pay the online ticket processing fees offering the biggest savings of the season, over 20% off the full ticket price.

The Fair hosted nearly 420,000 guests at the 2022 Alameda County Fair. For more information on the 2023 Fair and year round events, visit alamedacountyfair.com.

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The Alameda County Agricultural Fair Association, a 501(c)(3) non-profit organization, produces the annual Alameda County Fair 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.