

News Release



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Alameda County Fair Introduces New “Pint for a Pass” Promotion

Special Blood Donation Drive to Benefit the Alameda County Red Cross

Pleasanton, Calif. – The Alameda County Fair has partnered with several local Red Cross locations in an effort to raise awareness about the dire need for blood donations.

The Fair’s new “Pint for a Pass” promotion will run through May 31. Anyone who donates blood at a participating Alameda County Red Cross location during that time will receive a free general admission ticket to the Fair which can be redeemed any day of Fair during the month of June.

"We are excited to partner with Alameda County Fair to help ensure more lifesaving blood is available for those who need it," said Justin Mueller, Regional Donor Services Executive. "Having a readily available blood supply for hospitals is critical for people in our county fighting cancer, undergoing surgery and living with sickle cell disease."

The Fair has also brought back several popular “Deal Days” where guests can bring in donations for free admission and \$1 rides until 5pm, including the Feed the Need Food Drive to benefit the Alameda County Community Food Bank on Wednesday, June 21 and the Pet Food Drive to benefit the Valley Humane Society on Wednesday, June 28.

Additionally, the Fair has partnered with select Senior Centers around Alameda County to drop off free general admission passes for seniors 62+. Interested guests can visit the centers, show their ID and receive a paper ticket. A full list of participating centers can be found on the Fair's website.

The Alameda County Fair will return to the Fairgrounds in Pleasanton June 16-July 9. The 20-day event will feature all the classic favorites, including the world's best Fair food, live horse racing, action sports, pig racing, carnival, STEAM Activities, tasting fests and cultural festivals.

The Fair recently gave a sneak peek of its concert lineup and just released additional performers, including Ashanti, Purple Reign, and several other iconic tribute bands.

For the current concert lineup, more promotions, tickets and more updates on the 2023 Fair, visit alamedacountyfair.com.

2023 Alameda County Fair Information

Dates: June 16-July 9 (Closed Mondays & Tuesdays, but open on July 3 & 4)

Hours: 12pm-11pm daily (except July 4, 12pm-8pm)

Carnival Hours: Wed-Thurs 1pm to closing, Fri-Sun 1pm to closing, July 4 (1pm-8pm)

Horse Racing: Every Friday through Sunday, plus July 4 (no racing July 3)

Concerts: 8pm-9:15pm nightly (except July 4)

- June 17: Yachtley Crew
- June 18: Bee Gees Gold
- June 22: Ashanti
- June 23: Quiet Riot
- June 28: Joe Nichols
- June 29: E-40
- July 1: George Michael Reborn
- July 2: Purple Reign
- July 7: Mirage, Visions of Fleetwood Mac
- July 8: Super Diamond - Neil Diamond Tribute

Drone Show: 9:30pm nightly (except July 4)

Movies on the Lawn: Every night at 6pm, including July 4

Special Advance Pricing (until 6/15/23):

- General (13-61) -- \$15
- Seniors (62+) -- \$13
- Kids (6-12) -- \$13
- General Parking -- \$13
- Unlimited Carnival + Sky Ride wristbands -- \$32 (Valid any one day of the Fair)
 - Carnival tickets may only purchase on site at a Carnival Kiosk after June 15
- Fair Premium Season Pass (admission for all 20 days with PARKING, plus concert early access) -- \$90
- Season Pass (admission for all 20 days, plus concert early access) -- \$45

Regular Gate Admission* (Starting June 16 – July 9):

- General (13-61) -- \$18
- Seniors (62+) -- \$15
- Kids (6-12) -- \$15
- Children 5 and Under -- FREE
- General Parking -- \$15
- Unlimited Carnival + Sky Ride wristbands -- Wed-Thurs \$37, Fri-Sun & July 4, \$42 – valid any one day of Fair – *may only be purchased in at a Butler Kiosk inside the Fair starting June 16*

Promotions and Special Days

- **Pint for a Pass** March 1-May 31 -- Give blood and receive a FREE general admission ticket good any single day of Fair is open in June
- **Father's Day** Sunday, June 18 -- Dads get a free t-shirt with general admission for fathers (while supplies last)
- **Feed the Need Food Drive and \$1 Ride Day** Wednesday, June 21 -- one FREE general admission for June 21 until 5pm with the donation of 4 non-perishable food items *Benefits Alameda County Community Food Bank* and \$1 rides until 5pm
- **Pet Food Drive and \$1 Ride Day** Wednesday, June 28 -- Bring new, unopened pet food items to benefit Valley Humane Society and receive FREE one general admission for June 28 & \$1 rides, until 5pm
- **First Responder's Day: July 4** -- Free general Fair admission with ID Until 3pm
- **\$1 Ride Day July 5** -- \$1 rides until 5pm
- **\$3 Fair Food Bites** (Thursdays June 22, June 29 and July 6 Until 5pm) -- Select fun-sized Fair treats just \$3 each
- **Senior Free Admission Ticket Giveaway:** Seniors 62+ -- visit a participating Senior Center in Alameda County for a free general admission ticket valid any single day. Tickets will be ready in June for pick up, limit two (2) per guest (while supplies last)
- **Children 5 and Under:** FREE general admission ALL DAY, EVERYDAY

