

News Release



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Largest Horse Racing Prize Ever Offered at the Alameda County Fair \$150,000 Up for Grabs at The Pleasanton Mile

Pleasanton, Calif. – Horse racing is an age-old tradition at the Alameda County Fair, and this year it returns boasting the largest purse ever offered at the Fair.

The Pleasanton Mile stakes race will take place on the last day of the Fair, July 9, featuring a possible \$150,000 in prize money and a guaranteed mandatory pick 6 payout.

“The Pleasanton Mile will feature some of the most talented horses and jockeys on the circuit,” said Angel Moore, COO of the Alameda County Fairgrounds. “It promises to be the richest and one of the most exciting races we’ve ever had.”

The first horse race at the Fair was in 1912 and now, over 100 years later, it still remains one of the top reasons guests return year after year.

The Fair will also feature several other big stakes races, including the She’s a Tiger race on June 24, the Oak Tree Sprint on July 1, and the Everett Nevin stakes race on July 9. Each of those races will offer a purse of \$75,000.

Horse racing is always free with Fair admission, and this year there are numerous ways that spectators can watch, including VIP box seats, Trackside Terrace outdoor dining patio, the Sky Lounge air conditioned indoor dining on the top floor, and free seats up front on the ground floor and in available shaded third level seating.

Spectators can watch and wager on horse racing every Friday, Saturday, and Sunday during Fair, plus Tuesday, July 4. Opening day, June 16, the first guests to arrive at the Stella Artois Grandstand will receive a free t-shirt while on the last day of the Fair, July 9, the first fans to arrive at the Grandstand will receive a free cooling towel (both while supplies last).

While at the races, guests can play Brewlette (Odd/Even \$2 Beers), Win Place & Show Contests, and Guess How Many Livermore Casino playing cards are in the bin for a chance to win \$1,000. To see the full schedule of events, visit alamedacountyfair.com.

Throughout the Fair, there will be several other exciting activities happening at the Grandstand, including nightly Drone Shows, an opening day Fireworks and Drone Spectacular Show on June 16, specialty Beer and Wine tasting festivals, and more.

In addition to horse racing, all the other Fair favorites will return, including the world's best Fair food, star studded concerts, FMX motocross, pig racing, carnival rides and games, STEAM Activities, tasting fests, and festivals.

The Alameda County Fairgrounds is home to the oldest one-mile race track in America. For tickets, additional promotions 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-9:15 pm nightly (except July 4)

- June 16: Con Funk Shun
- June 17: Yachtley Crew - The Titans of Soft Rock
- June 18: Bee Gees Gold
- June 21: Jesse McCartney
- June 22: Ashanti
- June 23: Quiet Riot
- June 24: Queen Nation
- June 25: Mi Banda El Mexicano
- June 28: Joe Nichols
- June 29: E-40
- June 30: Gin Blossoms
- July 1: George Michael Reborn
- July 2: Purple Reign - Prince Tribute
- July 3: LANCO
- July 5: Night Ranger
- July 6: LeAnn Rimes
- July 7: Mirage, Visions of Fleetwood Mac
- July 8: Super Diamond - The Neil Diamond Tribute
- July 9: Karla Perez as Selena

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

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

For the full list of movies visit alamedacountyfair.com

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 (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
- Military Appreciation: One FREE general Fair admission with valid Military ID, ALL DAY, EVERYDAY

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The Alameda County Agricultural Fair Association, a 501c3 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 racetrack in America.

