

# News Release



## **News Release: June 27, 2023**

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## **Fourth of July Fun and Festivities at the Alameda County Fair**

*Third Week Highlights Include Fireworks and Drone Spectacular Show, Wine Fest, and Concerts from Joe Nichols, E-40 and Gin Blossoms*

Pleasanton, Calif. – The Alameda County Fair is gearing up for the July 4<sup>th</sup> holiday with a fun-filled week of activities, concerts, special events, and more.

On Wednesday, June 28, the Fair will feature the annual Pet Food Drive to benefit Valley Humane Society. Anyone who brings unexpired cans or bags of pet food can receive free Fair admission, plus all guests can enjoy dollar rides (both promotions end at 5pm, visit [alamedacountyfair.com](http://alamedacountyfair.com) for restrictions).

Grammy nominated country music superstar Joe Nichols will also take the stage on Wednesday, treating the crowd to hits like “Home Run” and “A Good Day for Living.” On Thursday, June 29, the Fair will feature a concert from the Bay Area’s own rap legend, E-40.

Fans of both Big O Tires Concerts may snag GA bleacher or concert lawn seats. General Admission bleacher seats are first come, first serve with Fair admission. Day of the concert, guests may stand in line outside the Lucky Amphitheater for a seat or visit the Clock Tower (by the Amphitheater) to claim a ticket and return when the Gates open at 7pm.

The popular \$3 Fair Food Bites will take place this Thursday and offer bite sized samples of select Fair foods until 5pm.

On Friday, June 30, the Fair’s last Fireworks + Drone Spectacular Show will take place at 9:30pm over the Stella Artois Grandstand. The show features simultaneous fireworks and a lighted drone show set to beautiful music. Guests can also enjoy a nightly Drone Show, every night except July 4, with a new show launching July 1.

The popular Wine Fest will take place from 2-5pm on Saturday, July 1, and includes unlimited wine tastings from over 40 different wineries. The event is \$30 and is sold separate from Fair Admission.

Horse racing fans won’t want to miss the Oak Tree Sprint, also happening on July 1 and featuring a hefty \$75,000 purse.

The Alameda County Fair will be open on July 4<sup>th</sup> but with shortened hours. The Fair will close its gates at 4pm and parking lots at 3pm. Children 17 and under must be accompanied by an adult 21 and over on July 4 (limit 5 children to each adult). There will also be free admission to all First Responders that day with ID, until 3pm.

Children 5 and under are always free, and military personnel can also receive one free admission any day of the Fair with valid Military ID.

All the Fair favorites, including delicious Fair food, carnival rides and games, racing pigs, shopping, competitive exhibits, and grand selfie spots are available all day, every day.

For tickets, daily schedules, promotions and more updates on the 2023 Fair, visit [alamedacountyfair.com](http://alamedacountyfair.com)

## **2023 Alameda County Fair Information**

**Dates:** June 16-July 9

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

**Carnival Hours:** 1pm to closing

**Horse Racing:** Every Friday through Sunday, plus July 4 (no racing July 3) (Post Time at 1:45pm)

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

- 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)

**Fireworks + Drone Spectacular Show:** 9:30pm on June 30

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

For the full list of movies visit [alamedacountyfair.com](http://alamedacountyfair.com)

**Regular Gate Admission\* (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 -- *may only be purchased inside the Fair at a Butler Carnival Ticket Kiosk location starting June 16*

**Promotions and Special Days**

- **Pet Food Drive and \$1 Ride Day:** Wednesday, June 28 -- Bring unopened pet food items to benefit Valley Humane Society and receive one FREE general admission for June 28 & \$1 rides, until 5pm (check for restrictions)
- **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
- **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 7<sup>th</sup> largest fair in California. The Fairgrounds is home to the oldest one-mile racetrack in America.*