

News Release



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Exciting Activities on Tap at Opening Weekend of the Alameda County Fair

Festivities Include Nathan's Famous Hot Dog Eating Contest, Fireworks and Drone Show, and a Special Pride Celebration

Pleasanton, Calif. – The Alameda County Fair kicks off its 2023 season on June 16 with an opening weekend packed full of exciting activities, thrilling rides, live entertainment, special features, and mouth-watering Fair foods.

Friday, June 16, the Fair will open at noon with all the classic favorites, including carnival rides, delicious Fair food, racing pigs, a Big O Tires Concert from Con Funk Shun in the Lucky Amphitheater, and a spectacular Drone and Fireworks show at the Stella Artois Grandstand.

Horse racing will also begin on opening day and will continue every Friday, Saturday, and Sunday, as well as July 4. When the horses aren't racing, the Grandstand will be home to the thrilling Extreme Medieval Knights Jousting show.

On Saturday, June 17, the West Coast qualifiers for Nathan's Famous Hot Dog Eating Contest will take place at 3pm at the Grandstand Stage. The top three male and female qualifiers will punch their ticket to the Finals, which take place July 4th on Coney Island at Nathan's Flagship location.

Sunday, June 18, will feature a special salute to Father's Day with a free drink koozie giveaway for dads at the admission gates (while supplies last).

“Out at the Fair”, a Pride themed celebration, will also take place on Sunday with a performance by Erica Ambrin and the Eclectic Soul Project, as well as a Glam Show at 5:30pm.

Guests can look forward to all the traditional Fair foods like Corn Dogs, Funnel Cakes and Deep Fried Oreos, plus some new items with a global twist. The Korean Corn Dog, Boba, Elote, and Musubi Rice Snacks are on the menu, as well as a new deep fried ice cream taco. The Fair will also feature lots of options for health conscious guests such as fresh fruit, salads, and a plant based corn dog.

Thrill seekers will love taking a whirl on the Mega Flip ride and the Zipper, while those in the mood for a leisurely experience can soar high above the Fair on the Sky Ride.

Throughout the weekend, there will be family friendly films at the Fair’s “Movies on the Lawn” series, including *Madagascar*, *Lilo and Stitch*, and *The Boss Baby*.

The Fair will also feature FMX Motocross shows, shopping, numerous large scale selfie spots, and nightly drone shows, presented by Bay Area Air Quality Management.

For tickets, daily schedules, promotions and more updates on the 2023 Fair, visit alamedacountyfair.com.

2023 Alameda County Fair Information

Dates: June 16-July 9 (Closed Mondays & Tuesdays, 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

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 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 (Sky Ride *Powered by East Bay Community Energy*) wristbands -- \$32 (Valid any one day of the Fair)
 - Carnival tickets and wristbands may only purchased inside the Fair at Butler Carnival Kiosk starting June 16
- 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 inside the Fair at a Butler Carnival Ticket Kiosk location starting June 16*

Promotions and Special Days

- **Father's Day:** Sunday, June 18 -- Dads get a free drink koozie with general admission (while supplies last)

- **Feed the Need Food Drive *presented by City Health* 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 one FREE 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.

