

News Release



ALAMEDA COUNTY
FAIRGROUNDS
PLEASANTON

News Release: July 5, 2023

Contact: Kristin LaPorte, 925-963-4642, Marketing, klaporte@alamedacountyfair.com
Liz Rosinski, Public Relations, 650-245-2667, Liz.Rosinski@gmail.com

Last Chance to Catch Some Summer Vibes at Alameda County Fair

Largest County Fair in Northern California Comes to a Close on Sunday

Pleasanton, Calif. – The Alameda County Fair heads into its final week featuring new Fair food family deals, family ticket bundles, concerts from LeAnn Rimes and Super Diamond, and the richest horse race that the Fair has ever hosted, the \$150,000 Pleasanton Mile.

On Wednesday, July 5, the Fair will feature Dollar Ride Day with \$1 rides until 5pm. Night Ranger, always a popular concert, is also slated for Wednesday evening.

Grammy winning country music songstress LeAnn Rimes will take the stage on Thursday, July 6, treating the crowd to hits like “How Do I Live” and “Can’t Fight the Moonlight.” Rimes has managed to blend country music with a unique pop twist and to date has sold over 37 million albums worldwide.

\$3 Fair Food Bites will also take place on Thursday, offering bite sized samples of select Fair foods until 5pm.

Several Fair food vendors have also rolled out “Family Savings Deals”, which bundle four entrees and drinks for one affordable price. Those vendors include Dean’s Dogs, Pepe Mariscos, Zano’s Italian Grill, West Coast Weenies and Chillin’ & Grillin’.

The Fair is offering an online exclusive ticket bundle which saves attendees over 35% by offering general admission tickets and one general parking pass for just \$60 and no processing fees.

On Friday, July 7, Mirage: Visions of Fleetwood Mac will perform the greatest hits of the well-known classic rock band. Concert-goers will swear they are seeing the real Stevie Nicks after watching this critically acclaimed tribute band.

The final days of horse racing will thrill fans with several stakes races, including the Everett Nevin Stakes with a \$75,000 purse and the Pleasanton Mile, boasting a \$150,000 payout. Both races take place on July 9 at the Stella Artois Grandstand. Guests at the Grandstand will receive a free cooling towel on Sunday, July 9, while supplies last.

Every night the Fair also showcases a family friendly movie on the lawn, as well as a lighted Drone Show at the Stella Artois Grandstand.

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

2023 Alameda County Fair Information

Dates: June 16-July 9

Hours: 12pm-11pm daily

Carnival Hours: 1pm to closing

Horse Racing: Friday through Sunday (Post Time at 1:45pm)

Concerts: 8pm-9:15 pm nightly

- 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

Movies on the Lawn: Every night at 6pm

For the full list of movies visit 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 -- Wed-Thurs \$37, Fri-Sun, \$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

- **\$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

###

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.



