

News Release



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Rapper E-40 and Country Crooner Hunter Hayes Among the Featured Performers at the 2024 Alameda County Fair

Big O Tires Concert Series Returns to the Alameda County Fair June 14-July 7

Pleasanton, Calif. – One of the Bay Area’s most well-known rappers will return to the Alameda County Fair this summer, along with several other incredible acts gracing the stage at the Big O Tires Concert Series June 14 – July 7 at the Alameda County Fairgrounds in Pleasanton.

Hip hop superstar and East Bay native E-40 is known for his deep Bay Area roots and unique vernacular that has sparked such hits like “Tell Me When to Go ” and “Sprinkle Me”. The Vallejo born rapper is the founder of Sic Wid It Records and has released 26 albums to date. He is slated to headline the Fair on June 20.

Hunter Hayes is a singer, songwriter, and producer who dabbles in many musical genres, but is mostly known for his country songs like “Wanted”. He has been nominated for five Grammy Awards and won the 2012 Country Music Award for Best New Artist and New Artist of the Year. He will be performing on July 5.

The dynamic party band Fast Times will also perform on July 6, playing current high-energy dance hits, as well as nostalgic Rock n’ Roll classics. Fast Times has raised every dance floor to an entirely new level, performing songs from performers like Donna Summer, Whitney Houston, Guns n’ Roses, No Doubt, Bon Jovi, Journey, Pat Benatar, Bruno Mars, Madonna, Michael Jackson, Lizzo, and Dua Lipa.

The Fair has teased these first few performers and will be releasing the full line-up by the end of April. Early access will be available to Season Pass holders on Wednesday March 13 and available to the general public on Friday March 15.

“We have a really incredible line-up of performers this year,” said Kristin LaPorte, Director of Marketing and Business Development at the Alameda County Fair. “Whether it is rock, pop, country, hip hop or tribute bands, folks can find all their favorites here at the Fair.”

Fair admission is not included with concert admission and must be purchased separately.

In addition to the star-studded concerts, all the Fair favorites will return, including the world’s best Fair food, carnival, pig racing, action sports, STEAM Activities, tasting fests, and live horse racing.

Check for more announcements and regular updates on the 2024 Fair at alamedacountyfair.com.

2024 Alameda County Fair Information

Dates: June 14-July 7 (Closed Mondays & Tuesdays)

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 Thursday, July 4

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

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

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

Special Advance Pricing (until June 13, 2024):

- 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 starting June 14
- Fair Premium Season Pass (admission for all 18 days with PARKING, plus concert early access) – \$90
- Season Pass (admission for all 18 days, plus concert early access) – \$45

Regular Gate Admission* (Starting June 14 – July 7):

- 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 14*

Promotions and Special Days

- **Pint for a Pass** Through June 1 -- Give blood at a Red Cross Mobile Unit in Alameda County and receive a FREE general admission ticket good any single day of Fair is open in June
- **Pet Food Drive and \$1 Ride Day** Wednesday, June 19 – Bring new, unopened pet food items to benefit Valley Humane Society and receive FREE one general admission for June 19 & \$1 rides, until 5pm
- **Feed the Need Food Drive and \$1 Ride Day** Wednesday, June 26 – one FREE general admission for June 26 until 5pm with the donation of 4 non-perishable food items to benefit the Alameda County Community Food Bank and \$1 rides until 5pm
- **\$1 Ride Day** Wednesday, July 3 – until 5pm
- **First Responder's Day: July 4** – Free general Fair admission with ID Until 3pm
- **\$3 Fair Food Bites** (Thursdays in June - June 20 and 27 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 501(c)(3) 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 race track in America.



