

# News Release



**News Release: March 27, 2024**

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## **Alameda County Fair Welcomes “That Summer Feeling”**

Bay Area’s Largest Fair Opens June 14 at the Alameda County Fairgrounds in Pleasanton

Pleasanton, Calif. – “That Summer Feeling” is back at the 2024 Alameda County Fair, bringing with it nearly three weeks of fun-filled days and magical summer nights.

The Alameda County Fair, happening June 14-July 7, is the oldest and largest county Fair in Northern California and features exciting rides and games, live concerts and entertainment, horse racing, exhibits and, of course, the World’s Best Fair food.

The Fair has already announced several big name musical acts to headline the Big O Tires Concert Series, including E-40, Hunter Hayes, The Fray, Exposé and several popular tribute bands such as Twist on Taylor. The newest addition to the musical lineup include country artist Ashley Cooke, Sonora Tropicana and Revisiting Creedence.

The Fair will continue to give back to the community through various charitable efforts like a blood drive benefiting the Red Cross, a pet food donation drive aiding the Valley Humane Society, and a canned food donation drive supporting Alameda County Community Food Bank. Those who bring donations on those specific days will receive one free general admission for that day and \$1 rides until 5pm.

There will also be several new, community exhibits, including the special “Fields of Gratitude, A Tribute to Local Farmers” displays which highlight various agricultural contributions of local farms and individuals.

Live horse racing will return throughout the Fair with several large stakes races, including the Pleasanton Mile on July 7 which will offer one of the largest prize winnings of \$150,000.

The Foodie's Choice Awards, which give fair-goers the chance to vote on their favorite Fair treats, will highlight some of the best and most creative fair foods in categories of "Red, White, and Blue" and "Crazy New Item".

Along with food, rides and concerts, guests can also enjoy many of the Fair's other favorite activities including nightly drone shows, racing pigs, shopping, and family friendly "Movies on the Lawn".

"This year, we are celebrating all the wonderful feelings and cherished memories that people experience when visiting the Alameda County Fair," said Angel Moore, COO of the Alameda County Fairgrounds. "Whether it's a day of family fun, rocking out at one of our concerts, or indulging in your Fair food favorites you can only get once a year, it's all here."

The Fair has special advance ticket deals for those who purchase tickets or a season pass prior to opening day such as early access to concert tickets. There is also the "Advance Sale" which offers savings on most tickets through June 13, 2024.

For more information and updates on the 2024 Fair, please visit [alamedacountyfair.com](https://www.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)

- June 14: TBA
- June 15: Ashley Cooke
- June 16: Sonora Tropicana
- June 19: TBA
- June 20: E-40
- June 21: Exposé
- June 22: Twist on Taylor
- June 23: TBA
- June 26: TBA
- June 27: The Fray
- June 28: Revisiting Creedence

- June 29: TBA
- June 30: TBA
- July 3: TBA
- July 4: NO CONCERT
- July 5: Hunter Hayes
- July 6: Fast Times
- July 7: TBA

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

**Movies on the Lawn:** Every night at 6pm, including July 4; for full list of movies, visit [alamedacountyfair.com](http://alamedacountyfair.com)

**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 one FREE 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 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.*



