

News Release

ALAMEDA COUNTY FAIR
JUNE 14-JULY 7
PLEASANTON

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Alameda County Fair Reveals Full Concert Series Lineup

Big Name Performers Include E-40, Exposé, Ashley Cooke, and The Fray

Pleasanton, Calif. – The Alameda County Fair, which runs Wednesdays through Sundays from June 14-July 7, has just announced its full lineup for the Big O Tires Concert Series and it's packed with a wide array of musical superstars.

Opening weekend at the Fair will feature performances from a variety of genres, including the soulful sounds of R&B star Johnny Gill, country artist Ashley Cooke, and the Latin stylings of Sonora Tropicana.

One of the biggest names which the Fair previously announced was Bay Area native and rap legend E-40. Known for his eclectic lingo and chart topping hits like "Sprinkle Me" and "Tell Me When to Go", E-40 was one of the most popular acts last year at the Fair with his show selling out within hours of ticket sale.

Country music fans are in for a treat with several big names in the industry, including Grammy nominated artist Hunter Hayes and Russell Dickerson. Hayes is known for hit songs like "Wanted", which sold over 3.5 million copies worldwide, while Dickerson is considered to be one of the most exciting rising stars in country music.

Several new tribute bands are slated for this year, with one of the most anticipated being Twist on Taylor, playing the hits of one of the hottest Pop stars of all time. Led by frontwoman Sarah Jessica, Twist on Taylor transports audiences and makes the music of Taylor Swift come alive.

40oz to Freedom, a Sublime tribute band, will be the final concert of the series and bring a highly energetic performance to every show they play. The band has an incredibly authentic Sublime sound and was the winner of the 2010 San Diego Music Award for Best Tribute Artist.

“What’s great about our concerts is that there really is something for everyone,” said Angel Moore, COO of the Alameda County Fair. “Whether you’re a fan of Classic Rock, Latin Fusion, Pop, Country, or Hip Hop, we have it all.”

The Fair has special 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.

The Alameda County Fair is the oldest and largest county Fair in Northern California and features exciting carnival rides and games, entertainment, horse racing, exhibits and, of course, the World’s Best Fair food.

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”.

For more information and updates on the 2024 Fair, please visit alamedacountyfair.com.

2024 Alameda County Fair Information

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

Hours: 12pm-11pm daily (except July 4, 12pm-8pm; Parking Closes at 3pm, Gates Close at 4pm)

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 - Johnny Gill
- June 15 - Ashley Cooke
- June 16 - Sonora Tropicana
- June 19 - Theory of a Deadman
- June 20 - E-40
- June 21 – Exposé
- June 22 - Twist on Taylor
- June 23 - Corazón De Maná - Tribute to MANÁ
- June 26 - Russell Dickerson
- June 27 - The Fray

- June 28 - Revisiting Creedence
- June 29 - Lady Winehouse - A Tribute to Amy and Gaga
- June 30 - Spice Wannabe - Spice Girls Tribute
- July 3 - X Ambassadors
- July 5 - Hunter Hayes
- July 6 - Fast Times
- July 7 - 40oz to Freedom - Sublime Tribute

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

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 7th largest fair in California. The Fairgrounds is home to the oldest one-mile racetrack in America.





