

# News Release



**News Release: April 16, 2024**

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## **Night Market and New Food Contest at Fair has Foodies Excited**

May Events at the Fairgrounds

Pleasanton, Calif - May brings excited anticipation to the Alameda County Fairgrounds, with events that continue tradition plus the annual Summer Fair beginning June 14, 2024.

May 4 marks the 150th year of the Kentucky Derby. Patrons can celebrate this special event by wagering at Pleasanton Off Track Betting and they'll receive a free, commemorative t-shirt while supplies last. There will also be a Handicapping Contest hosted by Dennis Miller and a special Derby menu buffet available for purchase. Visit [pleasantonotb.com](http://pleasantonotb.com) to learn more.

Exciting horse racing continues later in the month with the Preakness Stakes Race on May 18. The race will be streamed at OTB with extended operation hours from 8am-10:30pm.

A fan-favorite event, 626 Night Market is May 17-19. Guests can enjoy incredible foods from over 200 vendors, plus additional merchandise, arts and crafts, and entertainment. General admission is only \$5, and children 3 years old and under are free.

The West Coast Buildings & Facilities Management Trade Show & Conference is a free event happening May 22-23. This regional trade show has over 100 exhibitors for everything needed in facility management, property management and plant engineering. Register before the event date by visiting [alamedacountyfair.com](http://alamedacountyfair.com).

That Summer Feeling returns to Pleasanton with the Alameda County Fair from June 14-July 7. This summer attendees can vote for their favorite Fair foods with the Foodie's Choice Awards food contest. Vendors will provide submissions in the categories of Crazy New Food and/or Red, White, and Blue. Attendees can taste and vote for their favorite items using a QR on the food stand through June 30. Winners will be announced June 30 via Facebook. There will be six first place winners: each category will be awarded first place for food, drink, and dessert so all food booths can participate.

## 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 - TBD
- 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 - Corazon De Mana
- June 26 - Russell Dickerson
- June 27 - The Fray
- June 28 - Revisiting Creedence
- June 29 - Lady Winehouse
- June 30 - TBD
- July 3 - X Ambassadors
- July 5 - Hunter Hayes
- July 6 - Fast Times
- July 7 - TBD

**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

- 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

For a full list of all upcoming events at the Alameda County Fairgrounds, pricing, and links to show tickets, visit [alamedacountyfair.com](http://alamedacountyfair.com). For parking information or to pre-purchase parking for any event, click [here](#). (Pricing and details subject to change, visit [alamedacountyfair.com](http://alamedacountyfair.com) for more information). For more information and updates on the 2024 Fair, please visit [alamedacountyfair.com](http://alamedacountyfair.com).

The Alameda County Fairgrounds and Event Center is open all year, hosting over 250 events a year, as well as producing the annual summer Alameda County Fair. The 267-acre property in

Pleasanton, California includes space for any kind of indoor or outdoor event, including concerts, weddings, corporate events, competitions, full ground festivals, celebrations, and more.

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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.*









