

News Release



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Contact: Kristin LaPorte, Marketing, 925-963-4642 klaporte@alamedacountyfair.com

Liz Rosinski, PR, 650-245-2667, Liz.Rosinski@gmail.com

Alameda County Fair Continues with Special Corgi Race, Brew Fest and Pet Food Drive

Pleasanton, Calif. – The Alameda County Fair is in full swing with several fun activities and money saving promotions on tap this week. The Fair opened June 14 and runs through July 7, every Wednesday-Sunday.

On Wednesday, June 19, the Fair will hold a Pet Food Drive to benefit Valley Humane Society. Anyone who donates an unopened pet food will receive one free admission for that day, up until 5pm when the promotion ends (unopened dog food including 4 cans or unopened bag and/or 8 cans or unopened bag of cat food). In addition, the Fair will also feature \$1 rides on Wednesday, also until 5pm.

E-40 is the featured concert on Thursday, and while seated admission is sold out, guests can still grab a free with admission bleacher seat by going to the Clock Tower for a voucher (while supplies last) or watch the performance from the Jumbotron on the lawn. The Big O Tires Concert series continues throughout the weekend with Expose, Twist on Taylor, and Corazón De Maná - Tribute to MANÁ.

Live horse racing will also take place Friday, Saturday, and Sunday, with the \$50,000 “She’s a Tiger” stakes race taking place Saturday afternoon.

The popular BrewFest returns Saturday June 22 from 2-5pm at the Stella Artois Grandstand. The Festival requires a [separate ticket purchase](#) and will offer tastings from over 20 different breweries. Guests can sip, savor, and wager while watching live horse racing at the same time.

On Sunday, June 23, the Corgi Races will take place at the Race Track. This brand new special attraction only happens once during the Fair and features the pups from Corgi Con racing to compete for the trophy and the title of the fastest dog.

One of the most popular features at the Fair is the wide array of fun and delicious food. The Fair boasts over 100 different food and beverage booths cooking up time-honored traditions like funnel cake, corn dogs, and turkey legs, to fresh global treats such as elote, ceviche, boba, and gyros.

This year, the Foodie's Choice Awards will give guests the chance to vote throughout the month of June on their favorite food in two categories: "Crazy New Item" and "Red, White, and Blue". Attendees can vote via QR code at select vendor booths throughout the Fair through June 30 and be entered in a contest to win \$500.

Also new this year, guests can participate in the Kaiser Permanente Summer Steps Challenge and win prizes. Guests check in at an information booth and follow the clues to finish a scavenger hunt. Using a text app to follow clues, the route promises around 2,000 steps.

Along with delicious Fair food, entertainment, and thrilling rides and games, guests also can enjoy many of the Fair's other favorite daily activities including, nightly drone shows, the All Alaskan Racing Pigs, FMX Action Sports, community exhibits, shopping, and family friendly "Ava Community Energy Movies on the Lawn".

The Alameda County Fair is one of California's largest Fairs and is the oldest county Fair in Northern California. For more information and updates, visit alamedacountyfair.com.

2024 Alameda County Fair Information

Dates: June 14-July 7 (Open Wednesdays-Sundays; 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 is 1pm-8pm)

Horse Racing: Every Friday through Sunday, plus Thursday, July 4

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

- June 19 - Theory of a Deadman
- June 20 - E-40
- June 21 – Exposé
- June 22 - Twist on Taylor - Taylor Swift Tribute
- 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 - 80s Music
- July 7 - 40oz to Freedom - Sublime Tribute

Fireworks + Drone Show Spectacular: Friday, June 28

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

Ava Community Energy Movies on the Lawn: Every night at 6pm, including July 4; for full list of movies, visit alamedacountyfair.com

Regular Gate Admission - plus processing fees

- General (13-61) – \$18
- Seniors (62+) – \$15
- Kids (6-12) – \$15
- Fun Pack - \$77
- 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*

Promotions and Special Days

- **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 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 June 20 and 27, 1pm- 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.



