

News Release



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Opening Weekend at the Alameda County Fair Features Fireworks, Food, and Father's Day Fun

Bay Area's Largest Fair Opens June 14 at the Alameda County Fairgrounds

Pleasanton, Calif. – The Alameda County Fair begins next Friday, June 14, and its opening weekend will be packed full of fun carnival rides and games, delicious food, live horse racing, concerts, and a dazzling drone and fireworks show that will light up the night sky.

The drone and fireworks show is one of only two fireworks displays which will happen during the Fair's run. The show will take place Friday June 14 at 9:30pm at the Stella Artois Grandstand and is free with admission.

The Big O Tires Concert Series will begin next Friday with a performance from Johnny Gill of New Edition, followed by country superstar Ashley Cooke on Saturday, and salsa stars Sonora Tropicana on Sunday.

Sunday, which is Father's Day, will celebrate "Fiesta at the Fair", *presented by Casamigos*, showcasing live music, dancing, and special performances celebrating Latin culture. Plus, dads who get to the Fair early on Father's Day can enjoy the free bottle opener promotion at the gate (while supplies last).

One of the most popular features at the Fair is the wide array of fun and delicious food. The Fair will offer 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.

New this year is the Foodie's Choice Awards which 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.

Live Horse Racing will also kick off on Friday at 1:45pm at the Grandstands. The Fair will host several high stakes races, the first which takes place on Saturday, June 15 and offers a prize of \$75,000. There will also be a special t-shirt giveaway on Opening Day at the Track while supplies last.

There are several new features and exhibits this year at the Fair, including a zany Canine Stars Stunt Dog Show, a Raptor Show, and a "Fields of Gratitude - #thankafarmer" exhibit recognizing the agricultural contributions of local farmers and individuals.

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

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.

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 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

Fireworks + Drone Show Spectacular: Friday, June 14 and 28

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

- **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
- **Father's Day Admission Gate Gift:** June 16, while supplies last
- **\$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, 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.



