

News Release



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Last Chance to Catch “That Summer Feeling” at the Alameda County Fair

Final Week of the Fair Features Foodie Choice Winners, Livestock Auction, and Several Special Offers

Pleasanton, Calif. – The Alameda County Fair is coming to a close, but there is still time left to catch “That Summer Feeling”.

The Fair, which is open Wednesday through Sunday, will offer several promotions and fun features during its last week including \$1 admission all day on Wednesday, July 3 (gates are open 12pm-9:30pm) when you buy tickets online as well as \$1 Rides until 5pm (at a carnival kiosk), and free general Fair admission for all first responders (with ID) on Thursday, July 4 until 3pm.

The Foodie’s Choice Awards announced their winners on Sunday, June 30, with three winners in each category.

For the “Crazy New Item” category, the Teriyaki Super Fries from the Pineapple Grill took the top food spot, the Happy Farmer from Orange Treet/Dean’s Lemonade won best drink, and Sandia Pop from the Fruit Stand won best dessert.

In the “Red, White and Blue Category”, the Freedom Cheese Dog from Hand Dipped Corn Dogs won for best food, the Celebration Boba from Boba King won best drink, and the Star Spangled Banana Split from Mrs. J’s booth earned top prize in the dessert category.

Attendees voted in this brand new contest via QR code and were entered to win \$500.

Fourth of July is a family fun day at the Fair and will have reduced hours, with parking lots closing at 3pm and admission gates closing at 4pm. The actual Fair will be open until 8pm that day. Children 17 and under are required to be with an adult age 21 or older (limit 5 children per adult) on July 4th.

The Big O Tires Concert Series features several big names, including rockers X Ambassadors, country superstar Hunter Hayes, and the popular Sublime tribute band 40oz to Freedom.

Horse racing continues throughout the weekend with the Everett Nevin Stakes and the Pleasanton Mile happening Sunday, July 7. The Pleasanton Mile will feature the largest prize money offered at the Fair, \$150,000.

The Junior Livestock Auction will also take place on Sunday, July 7 beginning at 9:00am, prior to Fair opening.

Every year, the youth of Alameda County carefully choose FFA and 4-H livestock projects, including swine, beef, lambs, goats, and more to compete at the Fair. Engaging in these projects imparts crucial life skills such as communication, organization, cooperation, responsibility, and financial management. The educational journey involves exploring subjects like biology, nutrition, accounting, marketing, and personal accountability.

Along with animals, delicious Fair foods and exciting live entertainment, the Alameda County Fair also offers an array of fun daily activities including, nightly drone shows, the All Alaskan Racing Pigs, FMX Action Sports, community exhibits, shopping, a Kaiser Permanente Summer Steps Challenge Scavenger Hunt, 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)

- July 3 - X Ambassadors

- July 5 - Hunter Hayes
- July 6 - Fast Times - 80s Music
- July 7 - 40oz to Freedom - Sublime Tribute

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 with NO processing fees
- 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

- **\$1 General Fair Admission:** Wednesday, July 3 – until 9:30pm
- **\$1 Ride Day:** Wednesday, July 3 – until 5pm
- **First Responder's Day:** July 4 – Free general Fair admission with ID Until 3pm
- **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







