



ALAMEDA COUNTY FAIR
JUNE 15–JULY 8
PRESS RELEASE

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No Bull – They’re Back! Alameda County Fair Announces Return of the Opening Day Cattle Drive

Friday, June 15, 2018 -- 10:30AM to 11:30AM

Pleasanton, Calif. – Known as a hub for upscale shopping & dining, Downtown Pleasanton will once again pay tribute to its Wild West beginnings as the Fair’s Opening Day Cattle Drive returns for an encore on Friday, June 15. The live procession will feature cowboys, cowgirls, a big herd of steers, fair entertainers and loads of surprises. The event will start at Del Valle Avenue and head on to Main Street in Downtown Pleasanton at approximately 10:30AM.

“After the tremendous turnout last year, Alameda County Fair is excited to bring back the Opening Day Cattle Drive,” said CEO, Jerome Hoban. “This time we’ll have a few Texas Longhorns in the mix, plus Fair entertainers and other surprises. Bring your family & friends for a fun and memorable Western experience right here in Downtown Pleasanton -- and then head over and enjoy at day Fair with your free tickets! ”

Select downtown restaurants and retailers will give away free Fair tickets while supplies last, and the Museum on Main will provide fun activities for kids. Participating businesses will be listed on the Fair’s website.

Main Street will be closed during the event, while side streets will implement rolling closures to keep traffic moving.

The fun will continue with special attractions through Sunday for the Fair’s “Western Weekend” celebration. Blue Oyster Cult will perform opening night to kick off the 2018 Big O Tires Concert Series.

Getting there is easy with BART and Wheels’ Route 52 Fair Shuttle, which starts operation on June 15. Visit alamedacountyfair.com for schedule, map and event updates.

2018 Alameda County Fair Information


Dates: June 15-July 8 (Closed June 18-19, 25-26, July 2-3)

Hours: 11AM-11PM daily (except July 4th, see website for updates)

Carnival Hours: Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 4 (11AM-6PM)

Horse Racing: June 15-17, 21-24, 28-30, July 1, 4, 6-8

Big O Tires FREE Concerts: 8PM-9:15PM PM nightly. "Born Free" video & fireworks show immediately following at Concert Lawn.

 **BART & WHEELS** – Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle (Route 52) to the Fairgrounds -- all day, every day of the Fair, until closing.

Gate Admission*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- General Parking - \$10
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun & July 4, \$35
- Carnival Fast Pass – NEW! Any single day \$10
- Sky Ride – NEW! \$5 one-way, \$8 round-trip

*Purchase in advance (before June 15) and save up to 33%

Special Pre-Fair Pricing (until 6/14/18):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- General Parking - \$8
- Unlimited Carnival Wristbands -- \$28
- Season Pass (admission for all 18 days and discounts on events) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

Special Days (ALL SPECIAL PRICING ENDS AT 5PM):

- Opening Day: June 15 – \$1 Admission, \$1 Rides, UNTIL 5PM
- Father's Day: June 17 – Dads FREE, UNTIL 5PM
- \$2 Bites of the Fair (Thursdays): June 21 & 28, July 5 — Select fun-sized Fair treats just \$2 each, UNTIL 5PM
- Kids FREE Thursdays (12 and under): June 21 & 28, July 5, UNTIL 5PM
- Boomers FREE Fridays (62+): June 22, 29 & July 6, UNTIL 5PM

Special Days (continued):

- Clothing Drive for Foster Kids presented by Mattress Firm: June 20 — Bring a brand new child's clothing item and receive FREE admission & \$1 rides, UNTIL 5PM
- Feed the Need Food Drive benefitting Alameda County Community Food Bank presented by Lucky California: June 27 — Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5PM
- First Responder's Day: July 4 – Free admission with valid ID, UNTIL 3PM
- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

2018 Big O Tires Concert Series:

6/15 – Blue Oyster Cult
6/16 – Sean Kingston
6/17 – En Vogue
6/20 – Clay Walker
6/21 – 38 Special
6/22 – Smash Mouth
6/23 – Boys of Summer: The Music of the Eagles
6/24 – Sir Mix-A-Lot
6/27 – Morris Day & The Time
6/28 – Con Funk Shun
6/29 – Queen Nation (Queen Tribute)
6/30 – The Tubes
7/1 – Purple Reign
7/4 – NO CONCERT
7/5 – LeAnn Rimes
7/6 – Journey Revisited (Journey tribute)
7/7 – Super Diamond (Neil Diamond tribute)
7/8 – WAR

The Alameda County Fair is operated by the non-profit Fair Association 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.

