



ALAMEDA COUNTY FAIR  
JUNE 15-JULY 8  
**PRESS RELEASE**

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## 2018 Alameda County Fair Wraps Up 18 Days of Summer Fun

Big-Name Concerts, Return of the Cattle Drive, Wine, Beer & Craft Cocktail Festivals, Action Sports and Live Horse Racing Highlight Run

Pleasanton, Calif. – As with all good things that come to an end, so goes the 18 days of summer fun at the 2018 Alameda County Fair. Concluding its 106<sup>th</sup> year on Sunday, July 8, the Fair offered a full final day of excitement with live horse racing, the crazy-popular RV Demolition show and Rock/R&B legends WAR bringing down the house at the Mattress Firm Amphitheater.

“The 2018 Fair was indeed the perfect way to welcome in summer,” said Fair CEO Jerome Hoban. “With the debut of the new Sky Ride, great concerts & action sports shows, 15 full days of live horse racing and the return of the Opening Day Cattle Drive, every day offered something fun and special. We appreciate everyone who came out and made the Fair a part of their summer celebration.”

2018 Fair highlights:

- New Rides - The Fair’s carnival took center stage in 2018 with the addition of the brand new, cross-grounds Sky Ride. The attraction offers riders an exciting, bird’s eye view of the Fair that extends from the Action Zone near the Green Gate entrance to the Kids Park at the Yellow Gate. Also new this year just for thrill-seekers was the TURBO, a super fast, spinning adrenaline-rush ride at 120 feet in the air.
- The Big O Tires Concert Series top-attended shows included 38 Special, LeAnn Rimes, War, Smash Mouth, En Vogue, Blue Oyster Cult, Sean Kingston, Clay Walker, Sir Mix-a-Lot, Morris Day & the Time, Con Funk Shun and The Tubes.
- The Red, White & Brew Craft Beer Fest, Sip, Savor & Wager Wine Festival and the new Craft Cocktail Festival all drew capacity crowds to the track’s infield for some racing & tasting fun.

- Opening Day Cattle Drive, Friday, June 15 – Thousands of spectators once again lined Main Street Pleasanton to witness the return of Opening Day Cattle Drive with real cowboys & cowgirls, a big herd of steers, a few Texas Longhorns and some favorite Fair entertainers. Western Weekend followed with a rancher’s rodeo, horse show and prizes in the Action Sports Arena.
- The Action Sports Arena featured different shows each weekend including Extreme Rodeo, Monster Trucks and Demolition Derby. New reserved premium seats were offered for the first time.
- The 5<sup>th</sup> Annual SNACKDOWN crowned Smokehouse Tots the new Grand Champion. Other top winners included the Texas Tater Dog, Fruity Pebbles Shrimp on a Stick, Strawberry Shortcake Milkshake and Crazy Cake.
- STEAM weekends ran 4 days each week this year and featured fun, hands-on educational exhibits and activities for kids with themes like Sun & Fun, Agriculture & Environment, Engineering & Electronics with LEGO Day and Art & Energy.
- Live horseracing featured an extended 15-day schedule that started on opening day, June 15 and continued through the final weekend.
- Favorite daily attractions included Alaskan Pig Races, Freestyle Motocross, K-9 Kings Frisbee Dogs, Chinese Acrobats, Hypnotist Tina Marie, Great American Petting Zoo, Brad’s Reptile World, carnival rides & games and the world’s best Fair food.

## 2018 Alameda County Fair by the Numbers:

TOTAL ATTENDANCE: **423, 418**

(Total reflects 2 fewer days than the 2017 Fair, with an overall increase in average daily attendance.)

Biggest attendance increases:

Father’s Day – Free admission for dads, **5,564** (up 241% from 2017 total of 1,631)

Food Drive – Free admission w/ donation, **6,362** (up 7.6% from 2017 total of 5,910)

Clothing Drive – Free admission w/donation, **5,473** (up 418% from 2017 total of 1,055)

Total vehicles parked – **118, 754**

Riders of new Sky Ride – **22,064**

Horse racing track attendance – **52,699**

### EXHIBITS

Competitive exhibits entries – **18,051**

Exhibitors – **5,415**

Jr. Livestock Auction – **\$734,030.62**

Small animal sales – **\$58,378.86**

Fine Art sales -- **\$16,387.56**

CLASSIC FAIR FOOD CONSUMED:

Corn Dogs – **31,688**  
BBQ Turkey Legs – **11,998**  
Burgers – **6,183**  
Funnel Cake – **29,997**  
Cotton Candy – **4,235**  
Candy Apples – **708**  
Deep Fried Twinkies - **658**

SNACKDOWN:

Winners  
Smokehouse Tots - **891**  
Texas Tater Dog – **1,181**  
Fruity Pebbles Shrimp on a Stick - **188**  
Strawberry Shortcake Milkshake - **576**  
Crazy Cake – **18**

Finalists

Coconut Shrimp with Mango Sauce - **429**  
Deep Fried Cannoli on a Stick - **178**  
Dole Whip Pineapple Float – **1,909**  
Krispy Kreme Bacon Burger - **441**  
Pork Tenderloin on a Stick – **1,036**

FEED THE NEED FOOD DRIVE:

Pounds of food donated – **27,760** (up 15% from 2017's total of 23,987)

FOSTER KIDS CLOTHING DRIVE:

Clothing items donated: **5,473** (up 418% from 2017's total of 1,055)

VOLUNTEER PROGRAM:

Fair volunteers -- **630**  
Volunteer hours -- **7200**

WEBSITE & SOCIAL MEDIA:

Users – **529,112**  
Sessions – **866,350**  
Website visits – **1,603,076**  
Page visits – **2,036,305**  
Facebook Fans – **109,619**  
Twitter Followers @ACFair – **4,330**  
Instagram Followers – **11,462**

The Alameda County Fair wishes to thank all who attended, worked, served, cooked, competed, volunteered, entertained and sold. You all make the Alameda County Fair a community tradition and success year after year. We look forward to seeing you all again next year!

*The Alameda County Fair is operated by the Fair Association, a non-profit organization, without any tax funding from the government. It is ranked one of the Top 50 North American Fairs and the 7<sup>th</sup> largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.*