



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

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## Ways Alameda County Fair Gives Back to the Community Each Year

Pleasanton, Calif. – Alameda County Fair has a long history of community service and continually seeks opportunities to assist, enable and give back each year. The following are some of the ways the Fair has helped & supported local groups and organizations throughout the East Bay in 2018:

- *Feed the Need* Food Drive – Alameda County Community Food Bank collected **27,760** pounds of food at the annual drive on June 27 – a 15% increase over the previous year. The Fair offers free admission for each guest who contributes four or more canned/package food items at the gate. “Our food bank serves 1 in 5 county residents, which is why food drives like these are so critical,” said Katherine Avila, Food Drive Coordinator. “Summer is a time when children are out school and the demand is even greater. The Fair’s Feed the Need event is our biggest food drive of the summer and goes a long way towards helping families in our community.”
- Foster Kids Clothing Drive – On June 20, volunteers collected **5,473** articles of new clothing for distribution to foster kids living in the Bay Area. Mattress Firm, a long-time partner of the Fair and champion of the cause, partnered on the event. The Fair offers free admission for each guest who contributes one new child’s clothing item at the gate. “Mattress Firm was astounded by the generosity of the Alameda County Fair attendees,” said Chrystal McCans, Events & Expositions Coordinator at Mattress Firm. “During the event we collected thousands of new clothing items which will be distributed to local agency partners. The donations will make a difference in the lives of over 3,000 local foster kids by providing them with clothes that build self-confidence and help them feel great.”
- George Mark Children’s House – On Saturday, June 23, Fair staff & entertainers brought the experience to families who have been served by the George Mark Children’s House, a home for critically and terminally ill children in San Leandro. Kids were treated to entertainment by Fair comedy favorites Roberto the Magnificent, Alan the “Airport Runway Guide” and Wild West duo Slim & Curly. In addition, the Fair’s carnival partner, Butler Amusements, provided games, cotton candy and stuffed animals for the kids.

Continued:

- East Oakland Youth Development Center (EOYDC) – The Center works with youth and young adults to develop the social and leadership skills needed to help them achieve success in education, career and service. The Fair has been working with the Center to provide a day at the Fair for kids in their summer program. Each year they bring approximately 180 children, 50 youth leaders and 24 adult leaders.
- Summer Learning Fun – Now in its 5<sup>th</sup> year, the Fair’s annual ticket gifting program provides a free ticket to every student at every elementary school in Alameda County. The program was created to promote fun, engaging educational activities for kids during the summer. The Fair distributed approximately 115,000 tickets to public and private elementary schools this year.
- Volunteer program – Non-profit groups can raise money when members sign up to help out at the Fair. The Fair makes a donation to each participating group or organization for every hour worked by each member.
- Non-profit ticket sales – Non-profit groups such as Scouts, school bands, cheerleaders, churches and more can also raise money through advance ticket sales. Members sell discounted admission tickets before the Fair opens and keep a portion of the total sales.
- Donations – The Fair donates prizes to various community non-profit organizations such as Valley Humane and Meals on Wheels to support their annual fundraising efforts.
- Military Appreciation – The Fair offers free admission to anyone with valid military ID all day, every day of the Fair.
- First Responders Appreciation – Those who hold First Responder positions including fire, police, sheriff, EMTs and others were eligible to receive free admission on the 4<sup>th</sup> of July.
- Oak Tree Racing Association – As a long-standing tradition, Oak Tree Racing Association contributes a share of proceeds from its race meets to local charities. This year’s recipients at Alameda County Fair include Harvest Park Boosters, Down Syndrome Connection of Bay Area, East Oakland Development Center, Valley Community Church, Foothill High School Band, Northern California Race Track Chaplaincy of America, Sunflower Hill, Alameda Boys & Girls Clubs, Valley Vista 4-H, Kids Bike Lane, Sunol 4-H, American High School Band, Ashland Reach Youth Center, Special Olympics of Northern California and the Sheriff Exploration Program.

*The Fair Association* 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. For more information visit [alamedacountyfair.com](http://alamedacountyfair.com).