



News Release: June 21, 2018

Contact: Angel Moore, Marketing / 925-567-6588

amoore@alamedacountyfair.com

Alameda County Fair Introduces New Safety Measures & Recommendations to Enhance Guest Experience

Pleasanton, Calif. – Citing guest safety as their number one priority, Alameda County Fair has implemented new policies in accordance with guidelines issued by the Department of Homeland Security for stadiums, sports arenas and large, public assembly event facilities.

The new measures include a revised list of prohibited items, entrance restrictions for minors and new patron screening procedures. All backpacks, bags, coolers and containers are subject to inspection upon entry.

Guests may bring food into the fairgrounds as long as they are in compliance with the new guidelines. Food items must be contained in a soft-sided cooler/insulated bag. Hard shell coolers/ice chests are not permitted, as well as loose food or food in large catering-style pan, trays, bowls, etc. Cooking equipment of any kind is prohibited, as are knives, metal utensils (or any item that could be considered or used as a weapon,) charcoal or flammable liquids, alcoholic beverages, cans or glass containers. "Tailgating" in parking lots is not permitted. A complete list of permissible & restricted items can be found below.

July 4th is considered a heightened alert day nationally and the Fair has established new hours and entry policies accordingly. The Fair will be open from 11AM until 6PM on the 4th, with no fireworks show that night. Gates will close at 3PM, no re-entry permitted. All minors under the age of 18 must be accompanied by an adult guardian age 21 or older.

"By implementing these changes, we will continue to ensure that our guests enjoy themselves in a safe, secure and fun family environment," said Jerome Hoban, the Fair's CEO. "We want the Fair to always be the place people bring their family and friends to create happy memories."

On days when excessive heat may be a factor, heat exhaustion and other health risks can be avoided by taking a few simple precautions:

- Wear loose, comfortable, light-colored clothing
- Seek shade and air-conditioned buildings intermittently
- Drink plenty of water, continually throughout the day
- Wear sunscreen
- Cool off at the Fair's misting station located near the First Aid office.

For more information, visit <http://annual.alamedacountyfair.com/4th-of-july/>

2018 ALAMEDA COUNTY FAIR POLICY

Permissible items (per person):

- Pre-prepared or packaged food items
- 1 soft-sided cooler/insulated bag (16"x16"x8" or smaller)
- 1 backpack or backpack-sized tote
- 1 Diaper bag
- 1 Folding chair
- Blanket

NOT permitted:

- Cooking equipment of any kind
- Loose food or food contained in large, catering-style pans, trays, bowls, etc.
- Hard shell coolers/ice chests (plastic, metal, etc.)
- Charcoal or flammable liquids
- Tents
- Tables
- Large shade umbrellas (small umbrellas/parasols are fine)
- Knives, metal utensils, or any item that could be considered or used as weapon.
- Alcoholic beverages
- Cans or glass containers

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 (except July 4th.)

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 unlimited

Special Days (ALL SPECIAL PRICING ENDS AT 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
- 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:

6/20 – 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.