

The logo for Alameda County Fair, featuring the words "Alameda County Fair" in a blue, sans-serif font.A logo for the 2011 fair theme, "99 WAYS to COME OUT & PLAY", with a small "2011" icon.

NEWS RELEASE: July 11, 2011

Alameda County Fair Wraps Up a Record Event

Pleasanton, CA – 452,746 fairgoers celebrated “99 Ways to Come Out and Play!” at this year’s historical 99 Alameda County Fair. Setting a new attendance record, this number represents an approximate 8% increase over 2010, and, is the largest recorded attendance in the last 20 years, announced Fair organizers. The previous attendance record was set in 2009 with 434,919 in attendance. The Alameda County Fair is ranked as the 41 largest fair in the nation and the largest event in the East Bay Area.

Record attendance drove record high food sales and Butler Amusements, the Fair’s Carnival Ride Operator, also had its best year.

Of the families and enthusiasts from all throughout the region, many came to satisfy their annual craving for a signature corndog or funnel cake; to watch the spectacular fireworks show, to participate in eating contests or see a favorite concert. Some came just to eat food on-a-stick, exotic jungle food or anything deep-fried.

The 2011 Alameda County Fair Live Horse Race Meet was a success! According to CEO Rick Pickering, "by not racing on Wednesdays, the Fair was able to provide larger fields of horses on Thursdays through Sundays, resulting in a 9% increase in Average Daily wagers - bucking the National trend of double digit decreases." Due to a shortage of thoroughbred horses in California, the Fair strategically reduced the number of mid-week race days this summer, in an effort to have more horses available for the weekend crowds. This strategy worked for the Fair, as the average daily amount wagered increased by 9%. Although the Fair reduced its number of race days in 2011 by 13%, (13 race days in 2011, compared to 15 race days in 2010) the overall amount wagered was only 5.5% less than in 2010, at a time when racing across the Nation has experienced upwards of 10% decreases.

Alameda County Fair officials are extremely pleased with their dramatic attendance increase in 2011. Additionally, the special promotions that included 99¢ Wacky Wednesdays, 99¢ Carnival Ride Day, 99¢ Bites of the World’s Largest Hamburger and the Fair’s Food Drive resulted in over \$15,000 of food

buying power and 26,230 lbs of donated food for the Alameda County Community Food Bank.

“We want to thank the almost half-a-million guests who came out to play at the record breaking Alameda County Fair these past three weeks,” said Rick Pickering, CEO of the Alameda County Agricultural Fair Association. “As a nonprofit organization that receives no tax support, we are pleased to provide our many communities with local affordable edu-tainment. Recognizing this difficult economy, we are honored that so many people chose to invest their time with family and friends at the Fair this summer.”

New attractions and events such as the BBQ County Corral and the World’s Largest Commercially Available Hamburger Record at 777 lbs (awaiting verification by Guinness World Records) played a big part in this year’s success. Concert performances by acts including: The Charlie Daniels Band, Tower of Power, Tenth Avenue North, Blue Oyster Cult, Whispers and Tracy Lawrence were filled to capacity. Other popular attractions were the Fair’s AgVenture Park featuring agricultural edu-tainment and Festival Square’s themed weekends: “Spice of India” “Made in America,” and “Mexican Heritage Celebration.” Highlights of the Festival Square included Samosa Rolling Contest, Hot Dog Relay Contest, BBQ Rib Contest and Tamale Contest.

A variety of dance lessons, cooking tips, cultural music, competitive food-judging presentations and demonstrations rounded out the Fair’s potpourri of offerings. “Competitive exhibits, animals and agricultural elements of our Fair continue to be crowd favorites,” Pickering noted. “We also saved the lives of more than 100 dogs, by adopting them out to caring Fair families.” These dogs had previously been scheduled to be euthanized and were featured at the award winning Puppy Party Palooza attraction.

For photos of the 2011 Fair [download here](#)

Other notable figures include:

Total Entries of Competitive Exhibits – 16,938 up 1%

Total Exhibitors – 4,228 down 0.8%

Jr. Livestock Auction - \$567,231 up 12.2%

Small Animal Sales - \$29,484 up 16.8% (record single day sales on July 10)

Fine Art Sales – \$8,815 up 0.8%

Fun food facts:

Corn Dogs – 91,414 consumed

Funnel Cakes – 29,834 consumed

Shaved Ices – 14,963 consumed

Turkey Legs – 7,559 consumed

Cinnamon Rolls – 5,297 consumed

Deep Fried Oreos – 3,791 consumed

Scorpions – 1,546 consumed

Alligator – Nearly 500 lbs consumed

Website and Social Media facts:

Fair website, www.alamedacountyfair.com: 1,114,050 visits from June 10 – July 10

Facebook Fans – 18,938

Twitter Followers – 1,118

(Trended as Top 10 Tweets on Saturday, July 2 with World's Largest Hamburger record attempt)

A complete list of Competitive Entry Winners will be posted on the Fair's website by month's end.

In addition to being one of the Top 50 Fairs in North America, as determined by Carnival Warehouse and Venues Today, the Alameda County Fair has received more industry awards than any other Fair in the United States and Canada consecutively the past 5 years.

Plans are already underway for the 100 Alameda County Fair in 2012. Organizers look to provide even more family fun and excitement. Conveniently located off of the Bernal Exit from the 680 Highway in Pleasanton, California, the 267 acres of beautifully landscaped, park-like grounds is host to over 3 million visitors, annually. Events include trade and consumer shows, festivals, corporate picnics, and much more. For more information about the Alameda County Fairgrounds, please visit www.AlamedaCountyFair.com or call 925-426-7600.

About the Fair Association:

The non-profit Fair Association continues to provide a significant public benefit without receiving any tax support. The Fair Association's nonprofit Board of Directors seeks to operate the Fairgrounds in a professional business manner & maintain prudent cash reserves. In addition to maintaining & enhancing the existing facilities, the Fair Association originally purchased the 268-acre Fairgrounds in the 1930's and deeded the property to the County of Alameda in the 1940's.

With the "Oldest One-Mile Race Track in America," the Fair Association hopes to continually enhance its horse training and racing program in Pleasanton.

For more information, please visit www.AlamedaCountyFair.com, or call (925) 426-7600.

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