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PRESS RELEASE

FOR IMMEDIATE RELEASE

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THE ALAMEDA COUNTY FAIR ONCE AGAIN RECOGNIZED WITH COVETED AWARD BY FAIR INDUSTRY

PLEASANTON, CA – January 27, 2011 – The coveted Western Fair Association's (WFA) Louis B. Merrill Award, named for WFA's founder, was awarded to the Alameda County Fair, for its exceptional canine featured attraction providing the community with educational seminar, sessions, shows and the opportunity to adopt rescued dogs. The award, which goes to individuals, businesses or organizations that raise the bar, was the result of the Fair's new featured attraction, Puppy Party Palooza, held at the 2010 Fair. Only one Merrill Award was issued this year throughout the United States and Canada.

"While many Fairs have pet adoptions onsite, the Alameda County Fair went above and beyond by investing time and resources in their passion for the treatment of animals," said WFA Executive Director Stephen Chambers. "This Fair, in partnership with K9 Comets, developed, supported and embraced the mission of Puppy Party Palooza with tremendous results in the many rescued dogs that found homes with loving families."

Puppy Party Palooza provided the opportunity for families and individuals to adopt rescue dogs, to share the message and purpose of dog oriented non-profit organizations and dog oriented community agencies with the public. Fair patrons were treated with an educational show called "Pup-E-Harmony" on matching specific dog breeds to possible owners based on personality, lifestyle, and to how to take care of dogs including nutrition, grooming, care and training tips.

Exciting educational dog shows were held between the presentations given by the non-profits and community agencies. The Fair and the owner of the Puppy Party Palooza attraction, K9 Comets, worked directly with over 50 different organizations and agencies during the 17 days of the Fair, such as Golden State Greyhound Adoption, The Canine Kid Connection, Dog Spot Adoption, Nor-Cal Golden Retriever Rescue, Bay Area Rapid Transit, Alameda County Search and Rescue, Fremont Police, 4-H Guide Dogs for the Blind, and Canine Companions for Independence. The government agencies demonstrated how dogs are used daily for bomb detection, search and rescue and as police K9 units.

The dog rescue organizations were provided an adoption area at the Fair where dogs and people were allowed to meet and interact to determine if there was a "match". The dog adoption area proved to be the most popular aspect of Puppy Party Palooza. Twenty non-profit dog rescue groups brought up to 30 dogs a day for the public to "meet". A total of 121 dogs were adopted and saved from being euthanized as a result of the Puppy Party Palooza attraction held at the 2010 Fair.

"Historically, the nature of the Fair has always been to promote cultural education and showcase community talents and achievements. Couple that historic foundation with a continued drive to provide new as well as traditional all-aged entertainment and you get a venue that will always have a place in the heart of America," commented CEO Rick Pickering, "Taking home the prestigious Merrill Award simply supports the Alameda County Fair's principal to be one of the best all-around educational entertainment venues for Bay Area residents."

In addition to being one of the Top 50 Fairs in North America by Carnival Warehouse and Venues Today, the 2010 Alameda County Fair took home 47 Western Fair Association (WFA) awards at the 88th Annual Achievement Awards Convention in Reno, NV last week. For the 6th year, the Alameda County Fair received more industry awards than any other Fair in the United States and Canada. The 2010 Fair, which enjoyed a turnout of 418,499 patrons for its 17-day event, received 27 First Place honors, 12 Second Place, 4 Third Place and 4 Honorable Mentions awards.

Planning is currently underway for the next award-winning annual Fair. The 2011 Fair will celebrate the summertime with the theme "99 Ways to Come Out & Play", which will run from June 22 through July 10. For more information, please visit our website at www.AlamedaCountyFair.com or call (925) 426-7600.

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