



NEWS RELEASE: March 31, 2011

Celebrating 99 Years of Summer Fun!

Pleasanton, CA – The Alameda County Fair is celebrating its 99 consecutive year of summer fun and festivities **June 22 to July 10, 2011, closed on Tuesdays**. Visit the website at www.alamedacountyfair.com for details along with Facebook and Twitter.

Continuing the theme, "Come Out and Play," organizers have ramped up this year's offerings with numerous "99" themed-activities to include:

- Scavenger Hunt for 99 things found on the fairgrounds
- 99-second bull rides
- Play to win \$999
- \$.99 rides on select days

Thoughts of the annual county fair conjure up fond memories of folly for many among them: carnival rides, corn dogs, cotton candy, children's treats, exhibits and the like, however, along with these tried and true favorites, this year, the fair seeks to enter the Guinness Book of Records with the largest Hamburger at the brand new Worlds largest BBQ, The Outlaw Grill.

Not to be left out, shoppers will have plenty of bargains in store with specialty items found only at the 17-day fair. Plus, Alameda County Fair offers the most cost-effective family adventure with special pricing for groups and seniors.

Entertainment for ALL!

This year's line-up of FREE concerts is fantastic including such acts as:

- R&B favorites **Tower of Power**
- Country icon **Roy Clark**
- Christian powerhouse **Tenth Avenue North**
- Hispanic sensation **Ozomatli**

Plenty of room for every one!

On average, the fairgrounds can host 50K daily visitors on its 268 acres of beautifully landscaped grounds, complete with facilities and handicap accessible features. One of the largest fairs in the country, each year the fair wins a slate of awards and national recognition.

Cost-Effective Pricing

Save time, gas, travel fatigue and most of all, money! This year's fair offers the most affordable admission price ever:

- Kids FREE Fridays (kids 12 and under are FREE)
- \$3 Wacky Wednesdays (Admission is just \$3)
- Seniors FREE Thursdays (Age 62 and up are FREE)
- Fair Food Drive – June 28 bring just 4 non-perishable food items for FREE admission into the Fair. Food Drive to benefit Alameda County Community Food Bank.
- Military Appreciation Day – Friday, July 1 all those with a valid military I.D. receive FREE admission along with one guest. Veterans are welcome.

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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