



News Release: April 17, 2017

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

[amoore@alamedacountyfair.com](mailto:amoore@alamedacountyfair.com)

## Alameda County Fair Announces Live, Opening Day Cattle Drive Through Downtown Pleasanton

Friday, June 16, 2017 -- 10:30AM to 11:30AM

Pleasanton, Calif. – For the first time ever, Alameda County Fair is bringing a real, live Cattle Drive through Main Street in Pleasanton to kick off its Opening Day celebration.

The Cattle Drive will start at the intersection of Main Street & Stanley Avenue, where real cowboys & cowgirls will guide a herd of cattle through the center of town and into the Fairgrounds. The event starts at 10:30AM and will last approximately 45 minutes.

While Pleasanton's charming Downtown is typically known for its upscale shopping & dining, the cowboys, horses & steers should feel right at home with the town's colorful, "Wild West" heritage.

"This is a first for Alameda County Fair *and* Downtown Pleasanton," said Jerome Hoban, the Fair's CEO. "After months of planning, we are excited to bring a real, western experience to our community. A hundred and fifty head of cattle forging their way through downtown will be a fun and unforgettable sight for kids and grownups alike. Bring your family and friends -- you won't want to miss this one. "

Many downtown businesses will offer free Fair tickets to customers on opening day while supplies last, and the Museum on Main will host fun, themed activities and crafts for kids. Participating businesses will be listed on the Fair's website.

Main Street will be closed during the event, while side streets will implement rolling closures to keep traffic moving. Teams will clean up after the animals on the spot.

The fun will continue with special attractions through Sunday for the Fair's "Western Weekend" celebration. Super group Sugar Ray will perform opening night to kick off the Big O Tires Concert Series for 2017.

Visit [alamedacountyfair.com](http://alamedacountyfair.com) for schedule, map and event updates.

## 2017 Alameda County Fair Information

**Dates:** June 16-July 9 (Closed June 19, 20, 26, 27)

**Hours:** 11AM-11PM daily

**Carnival Hours:** Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 3 & 4 11AM to closing

**Horse Racing:** June 22-25, June 29-July 2, July 4 & July 7-9

**Big O Tires FREE Concerts:** 8PM-9:15PM nightly. Fireworks show immediately following at Concert Lawn.

**Tuesday, July 4<sup>th</sup>:** Blues Festival, 1-9PM, Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30PM at Budweiser Grandstand

### Gate Admission\*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 -- FREE
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun and July 3 & 4, \$35

\*Purchase in advance (before June 15) and save up to 33%

### Special Pre-Fair Pricing (until 6/15/17):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- Unlimited Carnival Wristbands -- \$25
- Season Pass (admission for all 20 days) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

### Special Days (ALL SPECIAL PRICING ENDS AT 5PM):

- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY
- Opening Day: June 16 – Kids FREE Friday, UNTIL 5PM
- \$2 Taste of the Fair: June 22 & 29, July 6 — \$2 samples of select Fair treats, UNTIL 5PM
- Seniors FREE Thursdays (62+): June 22 & 29, July 6, UNTIL 5PM
- Kids FREE Fridays (12 and under): June 16, 23, 30 & July 7, UNTIL 5PM

Special Days -- Continued:

- Clothing Drive for Foster Kids presented by Mattress Firm: June 21, UNTIL 5PM — Bring a brand new clothing item and receive FREE admission & \$1 rides
- Feed the Need Food Drive benefitting Alameda County Community Food Bank: June 28, UNTIL 5PM — Bring 4 non-perishable food items and receive FREE admission & \$1 rides)
- July 5 - \$1 Admission & \$1 Rides until 5PM

**2017 Big O Tires Concert Series:**

6/16 – Sugar Ray

6/17 – Con Funk Shun

6/18 – Plain White T's

6/21 – Jana Kramer

6/22 – Tower of Power

6/23 – John Michael Montgomery

6/24 – Asia

6/25 – Rose Royce

6/28 – Clint Black

6/29 – Ann Wilson of Heart

6/30 – Super Diamond (Neil Diamond tribute)

7/1 – Sheila E

7/2 – America

7/3 – Queen Nation (Queen tribute)

7/4 – Red, White & Blues Festival

7/5 – Wynonna & the Big Noise

7/6 – Journey Revisited (Journey tribute)

7/7 – Foreverland (Michael Jackson tribute)

7/8 – Jody Watley

7/9 – Night Ranger

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 7<sup>th</sup> largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.