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2017 Alameda County Fair Previews Action-Packed Opening Weekend

Opening Day Cattle Drive, Western Weekend Rodeo Games, Big O Tires Concert Series, Nintendo Summer of Play & More Kick-off First Three Days of Summer Fun

Pleasanton, Calif. – Get ready for the Best. Summer. Ever. Alameda County Fair opens this Friday with big events and non-stop fun the entire weekend:

- Opening Day Cattle Drive, Friday, June 16, 10:30AM. A real, live cattle drive with 60 riders and 150 steers will make their way down Main Street, Pleasanton and into the Fairgrounds to celebrate the return of the Fair. Museum on Main will host activities for kids and select downtown merchants will give away free Fair tickets good for Opening Day. Event is free to the public.
- Western Weekend, June 16-18, Fun Rodeo Games & Pee-Wee Kids Events all weekend long at the Action Sports Arena. Sign up on the spot.
- The Big O Tires Concert Series presents **Sugar Ray**, Friday, 6/16, **Con Funk Shun**, Saturday, 6/17 and **Plain White T's**, Sunday, 6/18. Concerts are free with admission, every night at 8 p.m. Premium reserved seats still available for some shows. See website for full lineup and ticket information.
- Kids Free Friday, June 16, Free admission for kids 12 and under until 5PM.
- Kids STEAM Weekend Fun, June 16-18, Kids will have fun learning while they play at Alameda County Fair's STEAM Weekends, featuring different themes and hands-on, educational activities every Friday through Sunday. Events are located in Country Plaza at the Red Gate entrance. Free with admission.
- Nintendo Summer of Play of 2017, Try out the latest games for Nintendo Switch and Nintendo 3DS family of systems, This attraction tours across the nation all summer long and Alameda County Fair is its only stop in Northern California. Free with fair admission.
- Dads get in FREE until 5PM on Father's Day, Sunday, June 19.

A new season of Oak Tree at Pleasanton Horse Racing begins the following week on Thursday, June 22. Racing runs June 22-25, June 30 –July 4, July 7-9.

Visit www.alamedacountyfair.com for complete schedules and more information.

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 30-July 4 & July 7-9

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

Tuesday, July 4th: 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)
- First Responders Day: July 4th – Free admission until 5PM, check website for details
- 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 featuring Shalamar Reloaded

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

