



PRESS RELEASE

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ALAMEDA COUNTY FAIR OUTPACES TOP 50 FAIRS IN AMERICA Largest Attendance Increase - Fair Now Ranked 41st in Nation

PLEASANTON, CA – January 11, 2010 – According to Carnivalwarehouse.com the Alameda County Fair, with a 21.5% increase in attendance, outpaced all the Top 50 Fairs in America for 2009. Recently released attendance numbers from Fairs across the nation show that the Alameda County Fair is now ranked 41st on the list of the Top 50 North American Fairs. This is the highest ranking in history for the Alameda County Fair. Of particular note, 19 of the Fairs larger than the Alameda County Fair are State Fairs, while the Alameda County Fair is operated by the nonprofit Fair Association.

The 2009 Annual Alameda County Fair reached an attendance level of 434,919 patrons, representing a 21.5% increase above 2008. According to Fair organizers, this was the highest attended Fair over the past 20 years of modern record keeping.

“Recognizing the difficult economy, we were honored that so many people chose to invest their time with family and friends at the Fair this past summer,” stated Rick Pickering, CEO of the Alameda County Agricultural Fair Association. “As a nonprofit organization that receives no tax support, we strive to be financially prudent as we continue to enhance the Fairgrounds and provide our many communities with local affordable edu-tainment”.

July 3, 2009, became the single highest attended day in the Fair’s recent history with approximately 50,000 fairgoers. They enjoyed great weather, a spectacular fireworks show, the beginning of a long 4th of July holiday weekend and a rockin’ concert with Night Ranger.

The 2009 Top 50 Fairs can be viewed at: <http://carnivalwarehouse.com/lists/2009list.pdf>

Planning is currently underway for the 2010 Annual Alameda County Fair. The Fair plans to help kick off your summertime with the theme “Come Out & Play”, and is tentatively scheduled to run June 23rd through July 11th. For more information, please visit www.AlamedaCountyFair.com or call (925) 426-7600. The Alameda County Agricultural Fair Association is an ADA/Equal Opportunity Employer.