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Press Release
June 23 - July 11
Closed Tuesdays



Alameda County Fair 4501 Pleasanton Ave Pleasanton, Ca 94566 Phone: 925 426-7600 Fax: 925 426-7599 www.alamedacountyfair.com

FOR IMMEDIATE RELEASE

July 12, 2010

Contact: April Mitchell, Manager, Event Sales & Marketing 925-426-7565
april@alamedacountyfair.com

Alameda County Fair Wraps Up a 2nd Record Event!

Pleasanton, CA – Over 418,000 fairgoers decided to “Come Out and Play” at this year’s Alameda County Fair. With the second highest attendance in 20 years, this number represents an approximate 19% increase over 2008, and just 3% less than the 2009 record setting attendance, announced fair organizers.

In 2009, the Alameda County Fair was the “Fastest Growing Fair in America” with a record 22% increase in attendance. Ranking 41st on the list of the Top 50 North American Fairs, the Alameda County Fair is one of the largest fairs in the state of California and is the largest event in Alameda County.

Of the families and enthusiasts from all throughout the region, many came to satisfy their annual craving for a signature corndog or funnel cake; to watch the spectacular fireworks show, to participate in eating contests, enjoy horse races, or see a favorite concert. Some came just to eat food on-a-stick like the Fair’s featured chocolate covered bacon or anything deep-fried.

In the current economy, many regional fairs have experienced challenges and reduced attendance numbers this year. Consequently, Alameda County Fair officials are extremely pleased with attendance for the 2010 Fair.

“We want to thank the many guests who came out to play at the Alameda County Fair these past two weeks,” said Rick Pickering, CEO of the Alameda County Agricultural Fair Association. “In this difficult economy, we are honored that so many people chose to invest their time with family and friends at the Fair this summer.”

Fair officials were also pleased with this year's Live Racing results. Particularly considering that Hollywood Park cancelled three days of racing, all major East Coast Tracks closed for a day due to extreme heat, the impact of the World Cup, and a weak economy. The Fair ran 12% fewer races this year due to the reduction of thoroughbreds in California. The amount wagered was down 10%, with the "All Source Live Handle" for the 2010 Race Meet estimated at \$34,417,963, compared to \$38,521,097 in 2009. Overall the Fair's decrease in wagers was better than the decrease experienced at Golden Gate Fields' Spring race meet.

New attractions and events such as Mutton Bustin', Puppy Party Palooza, Big Green Race and Hot Dog Relay Contest played a big part in this year's success. Concert performances by acts including: Uncle Kracker, Tower of Power, Crystal Gayle, Con Fun Shun, Newsboys, Lonestar and War were filled to capacity. Other popular attractions were the Fair's AgVenture Park featuring agricultural edutainment and Festival Square's themed weekends: "Fiesta Hispania," "Celebrate Americana Music," and "Spice of India." The Fair's Kids Park continues to be a draw for families with attractions such as the Jest In Time Circus of Fun shows, Super Science, Kaleidotainment and Picasso's Place exhibits.

Pickering further mentioned that a variety of dance lessons, cooking tips, cultural music, competitive food-judging presentations and demonstrations rounded out the fair's potpourri of offerings. "Competitive exhibits, animals and agricultural elements of our fair continue to be crowd favorites," he noted. "We also saved the lives of more than 100 dogs, by adopting them out to caring Fair families." These dogs had previously been scheduled to be euthanized.

Other notable figures include:

Donations to the Alameda County Food Bank – more than 5 tons of food

Jr. Livestock Auction - \$495,284 (average amount per animal up 4%)

Total Entries of Competitive Exhibits – 16,185 up 2%

Total Competitive Exhibitors – 4,237 down 4% (many people enter more than one entry)

Fun food facts:

Corn Dogs – 79,882 consumed

Funnel Cakes – 21,437 consumed

Shaved Ices – 10,312 consumed

Turkey Legs – 5,026 consumed

Cinnamon Rolls – 5,113 consumed

A complete listing of Competitive Entry Winners will be posted on the Fair's website by month's end.

Plans are already underway for the 2011 Alameda County Fair. Organizers look to provide even more family fun and excitement. Conveniently located off of the Bernal Exit from the 680 Highway in Pleasanton, California, the 267 acres of beautifully landscaped, park-like grounds is host to over 3 million visitors, annually. Events include trade and consumer shows, festivals, corporate picnics, and much more. For more information about the Alameda County Fairgrounds, please visit www.AlamedaCountyFair.com or call 925-426-7600.

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Media Contact: **April Mitchell, Manager, Event Sales & Marketing 925-426-7565**
april@alamedacountyfair.com
Sandra Varner, Consultant, Varner PR 510-569-8855
varnerpr@sbcglobal.net

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