



## PRESS RELEASE

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### **Alameda County Fair Announces 2016 Big O Tires Concert Series Line Up**

Kool & the Gang, LeAnn Rimes, Tower of Power, and Many More  
Premium Reserved Seats Available for Select Shows

Pleasanton, Calif. – The Big O Tires Concert Series ranks as one of the Fair’s most anticipated attractions every year and the 2016 line up promises to be one of the best with exciting, big-name shows for fans of every style of music.

Tom Kiefer of 80’s glam band, Cinderella, kicks off the series on opening day (6/15), followed by R&B superstars, Tony! Toni! Tone! (6/16). Queen Nation rocks the Queen classics on Friday, 6/17, and Con Funk Shun returns once again to get funky with their many loyal followers on Saturday, 6/18.

Bring dad to the Fair on Father’s Day, Sunday, 6/19 and rock out to 60’s blues rock legend Eric Burdon & The Animals. Dad will groove to hits such as “House of the Rising Sun,” “Spill the Wine” and many more, so break out the tie-dye and celebrate his day in style.

For a true Beatles experience, acclaimed tribute band Paperback Writer kicks off the second week on Tues., 6/21, followed by country star Joe Nichols (6/22), fan favorite Tower of Power (6/23), 80’s rockers Great White (6/24), pop all-stars Smash Mouth (6/25) and pop/country powerhouse LeAnn Rimes (6/26).

The stars continue to roll out the final week with the return of tribute favorite Journey Revisited (6/28), pop/country legend B.J. Thomas (6/29), pop/R&B swing kings, Kool & The Gang (6/30), 80’s femme fatale trio, Expose (7/1), 60s/70s classic hit-makers, The Guess Who (7/2) and, finally, pop/country superstar Crystal Gayle on Sunday, July 3. All shows start at 8 p.m. nightly. As always, the popular Red, White & Blues festival will run all day (1 p.m. to 9 p.m.) on the 4<sup>th</sup> of July. For more information, visit [www.alamedacountyfair.com](http://www.alamedacountyfair.com).

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And for the first time, fans wanting guaranteed great seats to see their favorite performer can now purchase front-section reserved seats in advance. A limited number (500) of “Premium Reserved” seats for select shows are currently available for purchase through the Fair’s website for \$19.95, including Fair admission. Reserved seating for some shows have sold out but **all open seating (2500 seats) remains free with admission for every show**. Reserved seating replaces the early-entry wristbands of past. For more information or to purchase tickets, visit: [www.alamedacountyfair.com](http://www.alamedacountyfair.com).

## 2016 Alameda County Fair Information

**Dates:** June 15 – July 4 (Open Tuesday – Sunday, plus Monday, July 4<sup>th</sup>)

**Hours:** 11 a.m. – 11 p.m. daily

**Carnival Hours:** Tues –Thurs, 12 p.m. to closing, Fri-Sun, 11 a.m. to closing

**Horse Racing:** June 16 – 19, June 23 –26, and July 1 – 4

**Big O Tires FREE Concerts:** 8 p.m. – 9:15 p.m., nightly. Special effects fireworks show with video “Kids....The Spirit of Tomorrow” celebrating local youth immediately following concerts.

**Monday, July 4<sup>th</sup>:** Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30 p.m., Budweiser Grandstand.

### Gate Admission\*:

- Adults (13-61) -- \$12
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- Carnival wristbands – Tues–Thurs, \$30, Fri-Sun, \$35

\*Purchase in advance (before June 14) and save up to 33%

### Special Pre-Fair Pricing (until 6/14/15):

- Adults (13-61) --\$10
- Seniors (62+) --\$8
- Kids (6-12) --\$8
- Carnival Wristbands --\$25
- Season Pass (admission for all 18 days) - \$36
- Fun Pack (4 general admission tickets and 1 parking pass) - \$40

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**Special Days (ALL SPECIAL PRICING ENDS AT 5 P.M.):**

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- Opening Day: June 15 -- \$1 Admission & \$1 Rides, UNTIL 5 P.M.
- \$2 Tuesdays: June 21 & 28 – Enjoy \$2 admission and \$2 samples of select Fair treats, UNTIL 5 P.M.
- Seniors FREE Thursdays (62+) – June 16, June 23, & June 30, UNTIL 5 P.M.
- Kids FREE Fridays (12 and under) – June 17, June 24, & July 1, UNTIL 5 P.M.
- Feed the Need Food Drive & \$1 Rides, benefitting Alameda County Food Bank. (Bring 4 non-perishable food items and receive FREE admission) – June 22, UNTIL 5 P.M.
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

**2016 Big O Tires Concert Series:**

6/15 – Cinderella's Tom Kiefer  
6/16 – Tony! Toni! Tone!  
6/17 – Queen Nation  
6/18 – Con Funk Shun  
6/19 – Eric Burdon & The Animals  
6/21 – Paperback Writer – The Beatles Experience  
6/22 – Joe Nichols  
6/23 – Tower of Power  
6/24 – Great White  
6/25 – Smash Mouth  
6/26 – LeAnn Rimes  
6/28 – Journey Revisted  
6/29 – B.J. Thomas  
6/30 – Kool & The Gang  
7/1 – Expose  
7/2 – The Guess Who  
7/3 – Crystal Gayle  
7/4 – Red, White & Blues Festival (1 p.m. – 9 p.m.)

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.