



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
Tuesday, April 12, 2011

CONTACT: Alfreda Sebasto 559-285-1237
559-291-0184

*******MEDIA ADVISORY*******

97th Annual Clovis Rodeo – April 21-24, 2011

REMINDER: ALL MEDIA COVERING THE CLOVIS RODEO MUST HAVE CREDENTIALS FROM CLOVIS RODEO UNDER PBR AND PRCA GUIDELINES

Go to www.clovisrodeo.com and click on media tab for the credential request form
Please submit to the rodeo media director via fax at 559-299-5989 or email alfreda@attglobal.net

(Clovis, California): The 97th Annual Clovis Rodeo runs April 21-24, 2011. Coverage of all events is welcomed. Morning news shows, weather reports, sports reports and general news coverage is encouraged. Scheduling of interviews with cowboys, Clovis Rodeo Association board members and rodeo entertainment can be arranged. A summary of events is noted below. All events take place at the Clovis Rodeo grounds unless otherwise noted. The times noted are for your news production purposes only; all ending times for events are estimated.

Note: Editors and/or news directors should make one request for all needs of their organization. Submitting a completed form does not guarantee media credentials. You will be contacted prior to the event with confirmation of your credentials. All freelance media must have verifiable editorial assignment from a recognized media outlet to attend as per PBR and PRCA media guidelines.

Calendar of Events with estimated times for production news coverage purposes are as follows:

Date:	Event:	Time
Saturday, April 16, 2011	Rodeo Queen Horsemanship Competition	8:00 a.m. – 10:00 a.m.
	Rodeo Queen Banquet	5:30 p.m. – 8:00 p.m.
Sunday, April 17, 2011	“Kowboy Kids” Day at Sierra Vista Mall	1:00 p.m. – 3:00 p.m.
Thursday, April 21, 2011	Preliminary Competition for Rodeo Begins (Slack for Barrel Racing Only on Thursday)	8:00 a.m. – 11:00 a.m.
	PBR Touring Pro-Division Bull Performance	7:00 p.m. – 9:00 p.m.
Friday, April 22, 2011	Rodeo Slack – Qualifying Competition	8:00 a.m. – 11:00 a.m.
	Gold Card Team Roping	11:00 a.m. – 12:00 p.m.
	97th Rodeo followed by Easton Corbin in Concert	5:30 p.m. – 10:00 p.m.
Saturday, April 23, 2011	Rodeo Slack – Qualifying Competition	7:00 a.m. – 11:00 a.m.
	Rodeo Parade “A Cowboy’s Easter Parade	9:30 a.m. – 11:00 a.m.
	Rodeo Queen Coronation	1:00 p.m. – 1:30 p.m.
	Rodeo Performance	2:00 p.m. – 4:30 p.m.
Sunday, April 24, 2011	Rodeo Slack – Qualifying Competition	7:00 a.m. – 11:00 a.m.
	Special Kids Rodeo	12:45 p.m. – 1:30 p.m.
	Rodeo Events – Final Performance	2:00 p.m. – 4:30 p.m.

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The all-volunteer, non-profit Clovis Rodeo Association (CRA) has 700 members. Approximately \$150,000 in proceeds from the Clovis Rodeo and related events coordinated by CRA members benefit local charities annually, including 4-H, FFA, Clovis Schools, Clovis Police Activities League, California High School Rodeo Foundation, Make-A-Wish Foundation, Break the Barriers, Boy Scouts of America, Clovis Community Hospital and the Central California Blood Center.