



# Clovis Rodeo Association

**FOR IMMEDIATE RELEASE**  
**Sunday, April 18, 2010**

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**TICKET OFFICE ONLY: 559-299-5203**

## **Kowboy Kids Day at the Sierra Vista Mall** **Sunday, April 18, 1:00 – 3:00 p.m.**

**(Clovis, California):** The excitement continues to build as the Clovis Rodeo Association puts the final touches on the 96<sup>th</sup> Annual Clovis Rodeo scheduled to take place April 22-25. Today (Sunday, April 18) it is time for little cowboys and cowgirls to learn about rodeo during Kowboy Kids Day at the Sierra Vista Mall where they can try their hand at some rodeo competition.

Kowboy Kids Day will take place at the Sierra Vista Mall in Clovis from 1:00 to 3:00 p.m. today. The event takes place in the center of the mall and can best be entered from the north side. There will be kids rodeo events and competitions for the best-dressed cowboy and cowgirl. Participants will have the opportunity to win tickets to the Clovis Rodeo.

Saturday, April 17 was spent with the 2010 candidates for Clovis Rodeo Queen putting their horsemanship skills to work in competition and joining rodeo board members, their families and invited guests at the annual Queen's Banquet. There are four ladies competing for the title of Clovis Rodeo Queen and the opportunity to represent the traditional western rodeo values that are a big part of the Clovis community's heritage. Candidates must not only show their horsemanship skills, but their scholastic skills and community involvement. The winning candidate will accept her title on Saturday, April 25 at 12:30 p.m. before the rodeo performance begins. The 2010 Miss Clovis Rodeo will go on to represent the Clovis Rodeo at events and rodeos throughout the year.

The 2010 Miss Clovis Rodeo will also receive more than \$3,000 in scholarship funds towards her education and numerous gifts donated by the many generous sponsors of the competition. The 2010 candidates are: Mindy Kathleen Garrison (Visalia), Brittany Hart (Madera), Samantha Lozano (Bakersfield, California), and Rachel Nelson (Livermore, California)

The PBR Bull Riding touring Pro-Division opens the 96<sup>th</sup> Clovis Rodeo on April 22 followed by three days of PRCA Rodeo action April 23-25, 2010. Friday night rodeo action will be followed by a concert for rodeo fans by rising country superstar, Jake Owen. Two days of rodeo activities continue through the weekend, along with the popular Clovis Rodeo parade on Saturday, April 24. Tickets are available by calling 559-299-5203 or visiting [www.clovisrodeo.com](http://www.clovisrodeo.com). Ticket office hours are Monday through Saturday 9:00 a.m. – 5:30 p.m.

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*The all-volunteer, non-profit Clovis Rodeo Association (CRA) has 580 members. Approximately \$125,000 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.*