



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
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559-285-1237

TICKET OFFICE ONLY: 559-299-5203

Clovis Rodeo Ticket Office Opens Today **97th Annual Clovis Rodeo – April 21- 24, 2011**

(Clovis, California): Ticket sales for the 97th Clovis Rodeo continue to grow in momentum as families make plans to stay close to home for the spring break holiday. Fans have been rapidly buying tickets on-line and by phone already, and as of today can purchase tickets daily between 9:00 a.m. and 2:00 p.m. Monday through Friday, with extended hours until 7 p.m. on Wednesdays. The ticket office is located at the rodeo grounds; 748 Rodeo Drive in the heart of downtown Clovis (off of Clovis Avenue between Fifth and Barstow Avenues). Fans can also continue to purchase tickets by calling 559-299-5203 or visiting www.clovisrodeo.com.

Plans are well underway for the annual family friendly event. Begun in 1914 by a group of local ranchers, the Clovis Rodeo has grown into one of the top three rodeos in California and top fifteen across the nation. It is one of the top Pro Rodeo Cowboy Association (PRCA) sanctioned, tour rodeos in California. Always the last (full) weekend in April, it is a celebration of Clovis' western heritage and the enduring legacy of the cattle ranching industry in the community.

The rodeo will open on Thursday, April 21 with the return of some of the rankest bulls and toughest cowboys in the world of Professional Bull Riding when the PBR touring Pro-Division stops in Clovis. Three days of hoof pounding rodeo action will follow along with a concert featuring country music star, Easton Corbin, after the rodeo on Friday, April 22 and the popular Clovis Rodeo parade on Saturday, April 23.

Ticket prices range from \$15.00 to \$25.00 and are available now by visiting the ticket office at the rodeo grounds, calling 559-299-5203 or going to www.clovisrodeo.com to make a purchase online. Parking at the rodeo grounds is free.

The not-for-profit, all volunteer Clovis Rodeo Association is responsible for generating more than \$125,000 in proceeds for local charities annually. One of the largest events in California's Central Valley, the rodeo attracted more than 35,000 guests during its four-day run last year. A sell out event, it is recommended that you purchase your tickets early and plan on visiting Old Town Clovis during rodeo month in April for some good, old fashioned family fun.

A full calendar of rodeo activities can be found by visiting www.clovisrodeo.com.

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The all-volunteer, not-for-profit Clovis Rodeo Association (CRA) has 700 members. More than \$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.

P.O. Box 445, Clovis, CA 93613-0445

Office 559-299.8838 • Ticket Office 559-299-5203 • Fax 559-299-5989 • www.ClovisRodeo.com