



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
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Clovis Rodeo Countdown Continues **Queen Competition and Kowboy Kids Day this Weekend**

(Clovis, California): The countdown to the 97th Annual Clovis Rodeo continues this weekend as seven young ladies compete for the title of Clovis Rodeo Queen on Saturday and some little buckaroos learn what it takes to be cowboys and cowgirls at Kowboy Kids Day at the Sierra Vista Mall on Sunday.

There are seven 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. Candidates are graded on their scholastic achievement, poise, showmanship, interview skills and horsemanship. The winning candidate will accept her title on Saturday, April 24 from reigning queen Samantha Lozano in the arena at 12:30 p.m. before the rodeo performance begins. The 2011 Miss Clovis Rodeo will go on to represent the Clovis Rodeo at events and rodeos throughout the year.

The 2011 Miss Clovis Rodeo will receive more than \$3,000 in scholarship funds towards her education and numerous gifts donated by the many generous sponsors of the competition. The 2011 candidates include Kristy Lee Graham (Paso Robles), Keeley Hall (Auberry), Allison Harman (Acampo), Brittany Hart (Madera), Jessica Haynie (Davis), Courney Thomas (Fresno) and Brionna von Ah (Clovis).

Kowboy Kids Day will take place on Sunday, April 24 at the Sierra Vista Mall in Clovis from 1:00 to 3:00 p.m. It is located in the community room by Kohls Department Store on the south side of the mall. There will be rodeo events tailored for kids and competitions for the best-dressed cowboy and cowgirl. Participants will have the opportunity to win tickets to the Clovis Rodeo to be held April 21-24, 2011.

Weekend schedule is as follows:

Saturday, April 16	Queen's Horsemanship Competition (Arena) Queen's Banquet (Rodeo Hall)	8:00 a.m. – 10:00 a.m. 5:30 p.m. – 8:00 p.m.
Sunday, April 17	Kowboy Kids Day at Sierra Vista Mall	1:00 p.m. – 3:00 p.m.

The 97th Clovis Rodeo officially opens on Thursday, April 21 with the return of the PBR Bull Riding Pro-Division Tour. On Friday, April 22 rodeo action will begin with some of the best cowboys and bucking stock in professional rodeo followed by a concert with rising country star Easton Corbin. Two days of rodeo action will continue through the weekend, along with the popular Clovis Rodeo parade on Saturday, April 23. Tickets are available by calling 559-299-5203, visiting www.clovisrodeo.com or stopping by the rodeo ticket office at the rodeo grounds; ticket office hours are Monday through Saturday 9:00 a.m. – 5:30 p.m., with extended hours on Wednesdays until 7:00 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.