



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
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PRCA Rodeo Opens in Clovis to a Rockin' Friday Night Crowd **97th Annual Clovis Rodeo – April 21-24, 2011**

(Clovis, California): Cowboys, cowgirls and rising country music star Easton Corbin opened Pro-Rodeo action at the 97th Clovis Rodeo tonight. World Champion cowboys, rising stars and local favorites took on some of the rankest bucking stock in rodeo to thrill fans and continue a Western tradition for the community. The Friday night rodeo concluded with a concert for the more than 10,000 Rodeo fans by country star Easton Corbin. Two more days of not-to-be-missed rodeo action will continue through the weekend.

Some of the highlights for rodeo fans included a 79 point ride for Bareback cowboy Luke Creasey on Burch Rodeo's Lyin Eyes and a wild ride for Saddle Bronc rider Chet Johnson who took a wild 83 point ride on Big Bend Rodeo's Night Watch.

Joining unprecedented eight-time All Around Cowboy Trevor Brazile in Clovis this weekend will be more than 500 PRCA cowboys including World Champions and leaders in the sport's current standings including Luke Branquinho, Sherry Cervi, Dean Gorsuch, Ryan Gray, Shawn Hogg, Jesse Kruse, Will Lowe, Bobby Mote, Lindsay Sears, Patrick Smith, Cody Wright and the Wright brothers.

Premiere bucking stock and a total winning purse in excess of \$300,000 makes the Clovis Rodeo an attractive stop for cowboys and cowgirls trying to earn the points it takes to make it to the National Finals Rodeo held every December. Whether it is on the back of a 2,000 pound bull or charging around three barrels in a clover-leaf pattern on their favorite horse, the cowboys and cowgirls of rodeo will work hard this weekend to entertain their Clovis fans.

Two days of rodeo action will continue through the weekend, along with the popular Clovis Rodeo parade on Saturday morning, April 23, at 9:30 a.m. and the crowning of the Clovis Rodeo Queen in the arena at 1:00 p.m. On Sunday, April 24 rodeo action begins with Clovis' Special Kids Rodeo in partnership with the Break the Barriers organization, a local non-profit. Tickets are still available by calling 559-299-5203, visiting www.clovisrodeo.com or stopping by the rodeo ticket office at the rodeo grounds.

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Media Note: Final results for the April 22 events at the 97th Annual Clovis Rodeo are attached.

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.