



# Clovis Rodeo Association

**FOR IMMEDIATE RELEASE**  
**Monday, April 23, 2012**

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559-291-0184

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

## **Cowboys Come to Town for Clovis Rodeo “Slack” Beginning Wednesday**

*Rodeo Ticket Office Open M-F 9:00 a.m. – 5:00 p.m.*

**(Clovis, California):** For more than 500 cowboys and cowgirls it will be a week of qualifying before they find out whether or not they're good enough to take a second go round during the 98<sup>th</sup> annual Clovis Rodeo beginning Thursday, April 26 and running through Sunday, April 29.

PRCA cowboys and cowgirls from all over the United States and Canada will be taking their qualifying runs for the Clovis Rodeo during the preliminary competition, or “slack” which begins on Wednesday morning and will continue each morning through Friday, April 27 prior to the rodeo performances. A cowboy, or cowgirl, is given the chance to take up to two go rounds at their timed event during qualifying. If they score high enough they are given the opportunity to come back for a final go during the rodeo performance and try for their chance at the finals held Sunday, April 29 on the last day at the Clovis Rodeo.

On the road to the National Finals Rodeo held every December in Las Vegas, every winning dollar counts to push you higher on the leader board and qualify a cowboy for their chance at a gold buckle and the title of World Champion. In Clovis there is more than \$300,000 in total prize money waiting for those lucky cowboys and cowgirls who take a winning run making this a popular PRCA Silver Tour Rodeo.

Ticket sales continue to exceed expectations for the 98<sup>th</sup> Annual Clovis Rodeo scheduled to take place April 26-29. Tickets are available by visiting the ticket office at the rodeo grounds Monday through Friday from 9:00 a.m. - 5:30 p.m. calling 559-299-5203 or visiting [www.clovisrodeo.com](http://www.clovisrodeo.com).

The 98<sup>th</sup> Clovis Rodeo will open on Thursday, April 26 with the PBR Touring Pro-Division followed by a concert with American Idol winner David Cook. Friday Nights PRCA Rodeo action will be followed by a concert with rising country star Justin Moore. Two more days of wild rodeo action will continue along with the popular Clovis Rodeo parade on Saturday, April 28 and the rodeo finals on Sunday. The Clovis Rodeo runs April 26-29.

All seats are reserved for each rodeo performance. Reserved ticket prices range from \$17.00 to \$27.00 and are available by calling 559-299-5203, visiting [www.clovisrodeo.com](http://www.clovisrodeo.com), or at the rodeo ticket office located on the rodeo grounds between Bullard and Shaw in the heart of downtown Clovis 9-5:30 p.m. daily (M-Sat.). Parking at the rodeo grounds is free of charge.

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*The all-volunteer, non-for-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.*