



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
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TICKET OFFICE ONLY: 559-299-5203

Cowboys Hit Town to Qualify for 98th Annual Clovis Rodeo Set To Begin Thursday

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

(Clovis, California): Today will be the beginning of slack for many a cowboy hoping to qualify for a run at the 98th Clovis Rodeo that begins Thursday at 6:30 p.m. with the return of the PBR Touring Pro-Division followed by a concert with American Idol winner David Cook. The rodeo runs April 26-29, 2012. Slack takes place Wednesday and Thursday in the rodeo arena beginning at 8:00 a.m. and Friday at 9:00 a.m.

Slack is the preliminary rodeo competition where cowboys and cowgirls take their first go (or run) to see if they can qualify for a second go during the rodeo performance. Often a stop for World Champion Cowboys who proudly wear the gold buckle, the 2012 Clovis Rodeo will host more than 500 cowboys and cowgirls ready to take their chance for a piece of the more than \$300,000 in total prize money waiting for the winners of the popular PRCA Silver Tour Rodeo stop in Clovis.

Look for some of the biggest names in rodeo to be amongst the more than 500 cowboys and cowgirls who will take a gamble in the saddle during the qualifying, including the Cooper brothers in the tie down event, Wright brothers in the Saddle Bronc and two California boys leading the Steer Wrestling event, Ethan Thouvenell (Napa, CA) and Billy Bugening (Ferndale, CA).

The 98th 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.

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. All seats are reserved for each rodeo performance and prices range from \$17.00 to \$27.00. Parking at the rodeo grounds is free of charge.

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The all-volunteer, not-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.