



# Clovis Rodeo Association

FOR IMMEDIATE RELEASE  
Wednesday, April 18, 2012

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\*\*\*\*\***MEDIA ADVISORY**\*\*\*\*\*

## 98<sup>th</sup> Clovis Rodeo to be Held April 26-29, 2012

**(Clovis, California):** The 98<sup>th</sup> Annual Clovis Rodeo runs April 26-29, 2012. Coverage of all events is welcomed. Morning news shows, weather reports, sports reports and general feature news coverage is encouraged. Scheduling of interviews with cowboys, rodeo entertainment, supporters and Clovis Rodeo Association members is available.

**THIS IS A PROFESSIONAL SPORTING EVENT - ALL MEDIA COVERING THE CLOVIS RODEO MUST HAVE CREDENTIALS ISSUED FROM THE CLOVIS RODEO UNDER PBR AND PRCA GUIDELINES** Visit [www.clovisrodeo.com](http://www.clovisrodeo.com) and click on media tab for the credential request form. Please submit to the rodeo media director via fax at 559-299-5989 or email [alfreda@attglobal.net](mailto:alfreda@attglobal.net)

**Note:** Editors and/or news directors should make one request for all needs of their organization. Submitting a completed form does not guarantee media credentials. You will be contacted prior to the event with confirmation of your credentials. All freelance media must have verifiable editorial assignment from a recognized media outlet to attend as per PBR and PRCA media guidelines.

A summary of all rodeo related events is noted below. All events take place at the Clovis Rodeo grounds unless otherwise noted. The times given are for your news production purposes only; all times for events are estimated.

Date:	Event Description:	Time (estimated)
Saturday, April 14, 2012	Jackpot Roping	8:00 a.m. – 3:00 p.m.
Saturday, April 21, 2012	Rodeo Queen Horsemanship Competition Rodeo Queen Banquet	8:00 a.m. – 10:00 a.m. 5:30 p.m. – 8:00 p.m.
Sunday, April 22, 2012	"Kowboy Kids" Day at Sierra Vista Mall	1:00 p.m. – 3:00 p.m.
Wednesday, April 25, 2012	Preliminary Competition for Rodeo Begins – "Slack"	8:00 a.m. – 12:00 p.m.
Thursday, April 26, 2012	Rodeo Slack Continues Rodeo Blood Drive PBR Touring Pro-Division Bull Riding Performance David Cook in Concert	8:00 a.m. – 12:00 p.m. 5:00 a.m. – 6:00 p.m. 6:30 p.m. – 8:30 p.m. 8:30 p.m. – 9:30 p.m.
Friday, April 27, 2012	Girls Barrel Event Slack Only 98th Clovis Rodeo followed by Justin Moore in Concert	8:00 a.m. – 12:00 p.m. 5:30 p.m. – 10:00 p.m.
Saturday, April 28, 2012	Rodeo Parade "Mardi Gras Parade" (Downtown Clovis) Rodeo Queen Coronation Rodeo Performance	9:30 a.m. – 11:00 a.m. 1:00 p.m. – 1:30 p.m. 2:00 p.m. – 4:30 p.m.
Sunday, April 29, 2012	Gold Card Team Roping Special Kids Rodeo (with Break the Barriers) Rodeo Finals Performance	8:00 a.m. – 9:00 a.m. 12:45 p.m. – 1:30 p.m. 2:00 p.m. – 4:30 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.

Office 559-299.8838 • Ticket Office 559-299-5203 • Fax 559-299-5989 • [www.ClovisRodeo.com](http://www.ClovisRodeo.com)