



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
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****MEDIA ADVISORY****

Clovis Rodeo to Celebrate 100 Years at Gala Saturday, September 14

(Clovis, California): The Clovis Rodeo will celebrate their Centennial year and 100 years of an American Cowboy Tradition starting with a Cowboy Gala on Saturday, September 14. A sport with deep roots in American history and the community of Clovis, the Rodeo Association will kick-off the festivities leading up to their Centennial year in 2014 with the gala to be attended by members, friends and fans of the Clovis Rodeo.

The Cowboy Gala is a time for family, friends and rodeo fans to gather in much the same way the community gathered more than 100 years ago – celebrating their piece of an American Cowboy Tradition and an event that has brought people together and helped to define a community.

WHAT: Clovis Rodeo Cowboy Gala

WHEN: Saturday, September 14, 2013

6:00 p.m. Reception and Silent Auction

7:15 pm. PRCA 2012 Entertainer of the Year, Trick Roper Tomas Garcilazo Performs

7:30 p.m. Dinner

8:30 p.m. Live Auction

WHO: Clovis Rodeo Board Members, World Champion Trick Roper Tomas Garcilazo, Stock Contractor John Growney, owner of the world champion bull Red Rock and other rodeo personalities available for interviews

WHERE: Clovis Rodeo Grounds

Rodeo fans and gala guests will see the bronze statue "Challenge of Champions" that was installed earlier this week at the head of the Old Town Clovis Trail as they enter the rodeo ground. The bronze statue is of legendary, world-champion bull rider Lane Frost's 1988 ride on the equally legendary and un-ridden bull Red Rock during the Challenge of Champions held at the Clovis Rodeo. As a part of the plans for their historic celebration the Association commissioned Central Coast artist and Fresno State graduate, Jim Stuckenberg to develop the piece. There are fifty (50) smaller numbered bronze likenesses of the larger statue commemorating the Clovis Rodeo's 100th Anniversary available for purchase by rodeo fans along with bronze plaques to be installed on the statue's base. The bronze will be officially dedicated prior to Clovis' Centennial Rodeo to be held April 24-27, 2014.

The Clovis Rodeo Association hosts events throughout the year that culminate with the rodeo always held the last weekend of April. For more about the Clovis Rodeo and Centennial events visit www.clovisrodeo.com or friend them on Facebook. Tickets for the 100th Annual Clovis Rodeo will go on sale again in January 2014.

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The all-volunteer, not-for-profit Clovis Rodeo Association (CRA) has 700 members. In excess of \$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.

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