



Clovis Rodeo Association

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Clovis Rodeo to Celebrate 100 Years of an American Cowboy Tradition

Beginning with Cowboy Gala on September 14

(Clovis, California): The Clovis Rodeo will celebrate their Centennial year and 100 years of an American Cowboy Tradition at 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. The gala will begin at 6:00 p.m. on September 14 with a reception and follow with a sit-down dinner at 7:30 p.m. Entertainment will be by one of rodeo's most popular acts, world famous trick roper, Tomas Garcilazo. Tickets are \$100 per person or \$1000 for a table of ten and can be purchased by contacting the Clovis Rodeo at 559-299-8838 or events@clovisrodeo.com.

Rodeo fans and residents of the Clovis Community can also observe the installation of a bronze statue at the head of the Old Town Clovis Trail at the entrance to the rodeo grounds prior to the gala. 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.

Always considered a celebration of the community's western heritage the Rodeo Association looks forward to hosting a number of events in the coming months leading up to the Rodeo always the Last Weekend of April. Those fans interested in purchasing one of the smaller, commemorative bronze likenesses at a cost of \$3000 may place their reservation by calling the Rodeo office at 559-299-8838. Proceeds from the gala, bronze statues, plaques and other centennial events benefit the Clovis Rodeo Foundation.

The Challenge of Champions was a competition where 1987 World Champion bull rider Lane Frost was to attempt to ride the legendary Red Rock, a bull that had never been ridden in 309 attempts during his professional rodeo career. The event matched the two champion athletes in seven exhibition matches at different rodeos throughout the Western United States. Frost did not successfully ride Red Rock at the April 1988 Clovis Rodeo, but he eventually rode him for the full 8-seconds at the Redding Rodeo in May of that year for the first time. Lane successfully rode Red Rock in four out of the seven tries that made up the Challenge of Champions.

Bronze artist Jim Stuckenberg lives to create the lore, legend, and legacy of the West. He learned the art of bronze making from western artist Mel Lawson and combined it with his artistic vision and meticulous attention to detail to create beautiful pieces that have been sought after by art collectors throughout the world including the White House, Reagan Library and savvy horsemen. Born deaf in 1943 the artist grew up on a ranch with horses in Santa Barbara, California and graduated from Fresno State University with a degree in Animal Science. While at Fresno State he participated in the college rodeo team.

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 to be held April 24-27, 2014 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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