



Clovis Rodeo Association

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Clovis Rodeo Set to Celebrate 100 Years of An American Cowboy Tradition *Clovis Rodeo 1914 - 2014*

(Clovis, California): The Clovis Rodeo will celebrate their Centennial year and 100 years of An American Cowboy Tradition in 2014. One of the oldest rodeos in America it was begun in 1914 by the Clovis Women's Club as a way of bringing friends together to celebrate their community. Recognizing the deep roots the rodeo holds in Clovis' Western Heritage and American history, the Rodeo Association has been hard at work planning an extra special year to highlight the milestone. The celebration began with a cowboy gala in September 2013 and will continue through the Centennial Rodeo to be held April 24-27, 2014. Everything from galas to art shows, history exhibits, books and statues acknowledging the rodeo's birthday celebration are planned.

One of the most exciting parts of the yearlong celebration to date has been the installation of a fourteen foot bronze statue entitled *Challenge of Champions* that depicts legendary, world-champion bull rider Lane Frost's 1988 ride on the equally legendary and world champion bucking bull Red Rock on the Old Town Trail at the entrance to the rodeo grounds. The Clovis Rodeo Foundation commissioned Central Coast artist and Fresno State graduate Jim Stuckenberg to create the bronze likeness of Lane Frost's 1988 attempt to ride the unriden bull Red Rock at the Clovis Rodeo during the Challenge of Champions; an event that now holds a significant place in the history of rodeo. The statue will be officially dedicated at a ceremony during rodeo week at the end of April 2014.

Rodeo history buffs and fans will be glad to know a book is also being written that highlights the history of the Clovis Rodeo and its prominent place in the community. A coffee table style book full of rodeo history, photos and stories that will help new fans learn about An American Cowboy Tradition called the Clovis Rodeo and those seasoned rodeo fans to relive an event that has been a part of growing up in the Central Valley for more than 100 years.

There is a legend that says rodeo got it's start when "one ranch said they had a horse that couldn't be rode, and another ranch said they had a cowboy that couldn't be thrown." The sport of rodeo has been a part of America history for more than 100 years now. The oldest rodeo in the United States is held in Prescott, Arizona. Prescott Frontier Days will be celebrating their 127th year in 2014. California Rodeo Salinas is the oldest rodeo in California and celebrated their 100th in 2011. The Clovis Rodeo is the second rodeo in California to celebrate the Centennial milestone.

Rodeo member volunteers are also busy overseeing the construction of a new VIP Pavilion that sits above the bucking chutes while additional events to watch for include western art shows and a Madden Library Series event at Fresno State on February 7 which highlights a conversation with legendary stock contractor John Growney of Growney Brothers Rodeo and Clovis Rodeo members discussing the history of rodeo and Clovis Rodeo's impact on the sport.

The Clovis Rodeo Association events throughout the year will culminate with the rodeo always held the last weekend of April. For more about the Clovis Rodeo, Centennial events and merchandise 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 on-line only January 9, 2014. The ticket office will open March 3, 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.