



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
Tuesday, April 22, 2014

CONTACT: Alfreda Sebasto 559-285-1237 cell
sebastogroup@gmail.com

Clovis Rodeo to Dedicate Bronze Statue Commemorating Centennial

(Clovis, California): The Clovis Rodeo Association will dedicate a bronze statue at the front of the rodeo grounds on **Wednesday, April 23 at 5:30 p.m.** in honor of their 100th anniversary. The fourteen (14') bronze statue of a famous event in the history of the sport of rodeo is located on the Old Town Trail at the entrance to the rodeo grounds. The 100th Clovis Rodeo begins Thursday, April 24 and will run through Sunday, April 27.

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 the Champions held at the Clovis Rodeo. As a part of the plans for their historic celebration in 2014 the Clovis Rodeo Association commissioned Central Coast artist and Fresno State graduate, Jim Stuckenberg to develop the piece.

The Challenge of the Champions was a competition where 1987 World Champion bull rider Lane Frost attempted to ride the legendary Red Rock, a world champion 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 matches that made up the Challenge of the Champions.

Stock contractor John Growney of Growney Brothers Rodeo who owned the legendary Red Rock will be in attendance for the dedication as well as Lane Frost's parents Clyde and Elsie Frost and the bronze artist Jim Stuckenberg.

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 statue, entitled "Challenge of Champions" was completed at the fine art foundry Genesis Bronze in Paso Robles, California. Founded in 2004 by John Kemple the foundry focuses on fine art with an emphasis on quality. Since their first public installation in the Cayman Islands for Dale Evers Studios, Genesis Bronze has cast built and installed a variety of notable public projects. In addition Genesis casts bronze for a number of internationally known artists and corporate clients.

The 100th Clovis Rodeo opens on Thursday, April 24 with the return of one of the best shows on dirt, the PBR Bull Riding Touring Pro-Division, and some of the rankest bulls and toughest cowboys in the sport of bull riding. Three days of heart stopping rodeo action will follow along with the popular Clovis Rodeo Parade and Rodeo Dance on Saturday, April 26.

American Idol winner Scotty McCreery will be in concert on Thursday and rising country star Tyler Farr on Friday immediately following the rodeo performances. Fans can purchase tickets by visiting the ticket office at the rodeo grounds, calling 559-299-5203 or online at www.clovisrodeo.com Tickets range in price from \$20 - \$30. The 100th Clovis Rodeo runs April 24-27.

###

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.

P.O. Box 445, Clovis, CA 93613-0445

Office 559-299-8838 • Ticket Office 559-299-5203 • Fax 559-299-5989 • www.ClovisRodeo.com