



# Clovis Rodeo Association

**FOR IMMEDIATE RELEASE**  
*Friday, April 18, 2014*

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**\*\*\*\*\*MEDIA ADVISORY\*\*\*\*\***  
**100<sup>th</sup> Clovis Rodeo April 24-27, 2014**

*(Clovis, California):* The 100th Clovis Rodeo runs April 24-27, 2014. Coverage of all events by morning news shows, weather reports, sports reports and general feature news coverage is encouraged. Specialty acts, cowboys, stock contractors and Association members will be available for interviews throughout the week. Morning news show coverage is encouraged on Friday, April 25. You may also like to cover the annual blood drive on Thursday, April 24 for your morning shows.

**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 [clovisrodeo.com](http://clovisrodeo.com) and click on media tab for the credential request form. Please submit to the rodeo media director at [sebastogroup@gmail.com](mailto:sebastogroup@gmail.com).

**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. Capacity crowds are expected this year so please plan your coverage in advance if possible and we of course will work with you to meet your needs to the best of our abilities. Media parking inside the rodeo grounds is limited and on a first come first serve basis.*

All events take place at the Clovis Rodeo grounds except for the parade which is in Downtown Clovis. The times given are for your news production purposes only; all times for events are estimated.

<b>Date:</b>	<b>Event Description:</b>	<b>Time (estimated)</b>
<b>Saturday, April 19, 2104</b>	Rodeo Queen Horsemanship Competition Rodeo Queen Banquet	8:00 a.m. – 9:00 a.m. 5:30 p.m. – 8:00 p.m.
<b>Wednesday, April 23, 2014</b>	Preliminary Competition for Rodeo Begins – “Slack”  Dedication of the Challenge of the Champions bronze Centennial statue at front of rodeo grounds  Clovis Art Guild Western Art Show Reception (Clovis Veterans Memorial Building)	8:00 a.m. – 12:00 p.m.  5:30 p.m. – 6:00 p.m.  5:30 p.m. – 8:00 p.m.
<b>Thursday, April 24, 2014</b>	Rodeo Slack Continues Rodeo Blood Drive PBR Touring Pro-Division Bull Riding Performance Rodeo Queen Coronation Scotty McCreery in Concert after PBR	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.
<b>Friday, April 25, 2014</b>	Girls Barrel Event Slack Only 100th Clovis Rodeo followed by Tyler Farr in Concert	9:00 a.m. – 12:00 p.m. 5:30 p.m. – 10:00 p.m.
<b>Saturday, April 27, 2014</b>	Parade “Happy Birthday Clovis Rodeo & Parade” Rodeo Performance	9:30 a.m. – 11:00 a.m. 2:00 p.m. – 4:30 p.m.
<b>Sunday, April 28, 2014</b>	Gold Card Team Roping Special Kids Rodeo (with Break the Barriers) Rodeo Finals Performance	9:00 a.m. – 10:00 a.m. 12:45 p.m. – 1:30 p.m. 2:00 p.m. – 4:30 p.m.

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

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