



Clovis Rodeo Association

FOR IMMEDIATE RELEASE
Thursday, March 28, 2019

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The Clovis Rodeo Plans for the Future *New Entrance for the Rodeo Grounds and More Rodeo in 2020*

(Clovis, CA) – The dedicated volunteers who make sure the Clovis Rodeo tradition remains a part of the community's future are hard-at-work putting the finishing touches on this year's 105th Clovis Rodeo to be held April 25-28, 2019. The same group of volunteers are also busy planning for next year's rodeo. Always making sure the rodeo grows and gives back to others, while still maintaining the community's western traditions and the "Clovis Way of Life."

Kicking things off right for 2020 will be a new entrance for the Clovis Rodeo grounds that will still be off of Clovis Avenue but more in line with 7th Street and where the Centennial Bronze statue stands. On Thursday, March 28 Clovis residents will see the old gas station building in front of the grounds raised to make-way for the new entrance that will include four traffic lanes into the rodeo parking lot, creating a more accessible, safer entry and exit for rodeo guests. A new digital message board along Clovis Avenue will be a part of the improvements.

In 2020 the Clovis Rodeo will also be adding a performance day to the scheduled line-up for the 106th Clovis Rodeo that will now take place April 22-26, 2020. Making one of the top rodeos in the nation a five-day event. Next year the Professional Bull Riding will take place on Wednesday, April 22 followed by FOUR DAYS of PRCA Rodeo action! The concerts following the rodeo performances will remain on Thursday and Friday nights. The schedule of all other rodeo events such as the parade and dance will remain as currently scheduled.

The gas station at the front of the rodeo grounds was once owned by Glen Phebus and family. Long-time rodeo association director Rex Phebus' father.

At the 85th Clovis Rodeo in 1999 the event transitioned from a two-day to a three-day rodeo. In 2005 the rodeo became a four-day event and added the bull-riding on Thursday nights. In 2000 the rodeo started adding concerts after the Friday Night performance. The first concert act was now country music superstar Keith Urban. In 2005 the Friday Night concert was moved to the larger arena stage and in 2012 a Thursday night concert was added after the rodeo's bull riding event.

In 2018 the Clovis Rodeo was honored to be voted as one of the region's most popular events by the Fresno Business Journal readers. The rodeo committee was profoundly humbled by the community acknowledging the event's popularity. The success of the rodeo is attributed to the support of the more than 45,000 fans and sponsors who pack the stands year after year; making this one of the most popular stops on the Professional Rodeo Cowboy circuit. The cowboys and cowgirls of professional rodeo will be the first to tell you there is nothing like the roar of the crowd when you make a run in Clovis, California.

As the rodeo has grown so has the opportunity for the all-volunteer, not-for-profit and its sponsor partners to give back to the community. More than \$250,000 is currently contributed annually to local charities and non-profits and the rodeo has an economic impact of \$12 million in the region.

The 105th Clovis Rodeo runs April 25-28. Tickets are available now at clovisrodeo.com and at the Clovis Rodeo Ticket Office on the grounds from 9 a.m. to 2 p.m. daily. Visit clovisrodeo.com for event details, rodeo updates and a full calendar of Clovis Rodeo activities in Clovis, California during the month of April.

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About Clovis Rodeo Association

The all-volunteer, not-for-profit Clovis Rodeo Association (CRA) has 700 members. It is estimated the Clovis Rodeo has more than 45,000 fans visit in its four-day run and an economic impact of \$12 million. In excess of \$250,000 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, Valley Children's Healthcare Foundation and the Central California Blood Center. For more information, visit clovisrodeo.com.

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