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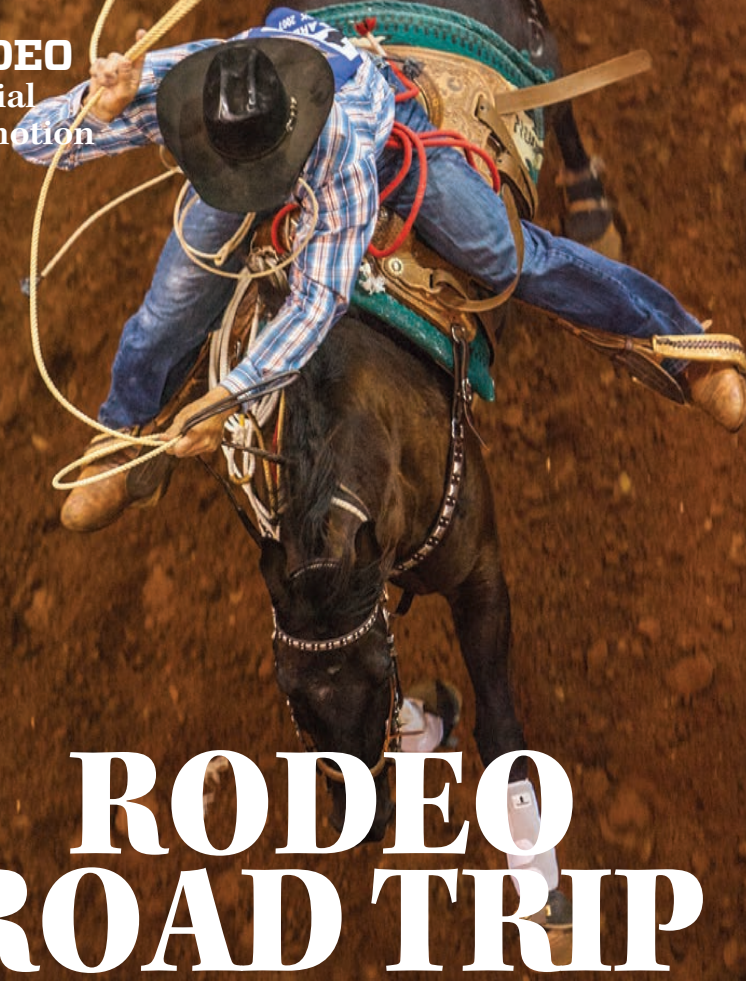
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RODEO
Special
Promotion



RODEO ROAD TRIP

P E N D L E T O N
W H I S K Y



"Pikes Peak or Bust Rodeo is definitely a much-loved community event that celebrates our Western heritage, but what is at the core of our organization is our long legacy of supporting our local military servicemen and -women, and their families. That mission began in 1946 and continues today," says Rich Bender, president of Pikes Peak or Bust Rodeo board of directors.

The Reno Rodeo has been produced by hundreds of community volunteers since 1919. In 1986, the Reno Rodeo Foundation was incorporated as a private foundation to formalize the rodeo's tradition of giving a portion of the event's annual net proceeds back to the residents of northern Nevada. These proceeds are allocated through scholarships, grants and endowments. Hundreds of thousands of dollars have been distributed in educational scholarships to Nevada colleges and universities, and a comparable amount goes to community-funded grants to nonprofit organizations. It also supports children with special needs, ranging from the physical to the financial. The portion of the net proceeds from the Reno Rodeo Association to the Reno Rodeo Foundation ranges from \$150,000 to \$265,000 annually. Several million dollars have been distributed through the foundation.

"As part of the Reno Rodeo family, the Reno Rodeo Foundation is committed to ensuring that every dollar received stays local and supports our community by serving children and families throughout 14 northern Nevada counties," says Clara Andriola, executive director of the Reno Rodeo Foundation. "Our commitment is steeped in a long history by creating an organizational culture that truly cares about the well-being of thousands of northern Nevadans."

RODEO EVENTS

June 16–25
Reno Rodeo
Reno, Nevada
renorodeo.com
800-325-7328

Known as the "Wildest, Richest Rodeo in the West," the Reno Rodeo is a PRCA-sanctioned event with a purse of more than \$500,000. The rodeo—in its 97th year—welcomes more than 150,000 fans and 1,000 professional athletes to the 10-day event held every third week of June. The Cumulus Radio kick-off concert is on June

THE AMERICAN RODEO celebrates cowboy heritage with exciting competition and entertainment. But many rodeos also give back to their local community organizations or charities.

Margo Patton Blair is Cattlemen's Days president. The fourth-generation Gunnison, Colorado, rancher, says the rodeo's origins in 1900 as a local fair, run by ranchers and volunteers, is why the organization prioritizes youth and local businesses.

"We have a lot of families and generations that come together and make this happen, and that is why 4-H and FFA are very important to us," Patton Blair says. "We try to support organizations throughout our [Gunnison] Valley from the Chambers of Commerce, Rotary Clubs and Western State Colorado University. We couldn't put on our event without the community support of our sponsors, so we try and give back that support when we can."

Since 2005, Cattlemen's Days has participated in the PRCA/Wrangler fundraiser to raise awareness for breast cancer through Tough Enough to Wear Pink. With more than \$1.6 million raised to date, Cattlemen's Days has been the top fundraiser for the program in the United States.

The Working Ranch Cowboys Association is the primary fundraiser for the Working

Ranch Cowboys Foundation, which provides assistance to working ranch cowboys and their immediate families through scholarships and in times of serious crisis. The WRCF has given out more than \$2.5 million to date.

"We are strongly committed to preserving the heritage and lifestyle of the working ranch cowboy, allowing them a venue to showcase their skills while educating the public and providing funds," says Mandy Morton, WRCF manager.

Big Bend Ranch Rodeo is a WRCF-sanctioned rodeo, and in addition to the WRCF mission, the rodeo raises money for scholarships for the Sul Ross State University rodeo team and agricultural department. The rodeo has raised \$165,000 in the last 15 years.

Pikes Peak or Bust Rodeo contributes to local military and its families, and has done so since 1946. The rodeo's primary mission is to honor servicemen and -women for their commitment and sacrifice in protecting our freedom, and it has contributed more than \$3 million. The military is honored at every performance, and the rodeo has a ticket program to help military families attend the rodeo. The support of Pikes Peak or Bust Rodeo goes to programs such as those to support families of deployed service members, food baskets at the holidays, and emergency relief funds not covered by other programs.



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Picture by Warner Thompson

EVENT SCHEDULE
June 9-10 Gil, Colorado

Dwight Hill Ranch Roping Clinic

July 7-8-9 Idaho Falls, Idaho*

Ranch Bronc Riding / Professional Bull Riding
WSRRA Sanctioned Ranch Rodeo
Adrian the Buckaroo! Concert

July 16-17 Grand Junction, Colorado

Professional Bull Riding Event / Ranch Bronc Riding

July 22-23 Hailey, Idaho*

Ranch Bronc Riding / Professional Bull Riding
Adrian the Buckaroo! Concert After Bronc Riding

August 13th Grover, Colorado

WSRRA Ranch Rodeo and Bronc Riding

September 2-3 Steamboat Springs*

Colorado Series Final!!
Ranch Bronc Riding and Professional Bull Riding Series Final
Luke Kaufman and Adrian Buckaroo! Concert

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Rocky Mountain Bull Bash Productions

Additional Info and rules
info@flathatrodeo.com
www.flathatrodeo.com

P E N D L E T O N W H I S K Y



15 with headliner Billy Currington.

The Reno Rodeo also features events including Xtreme Bulls; Bob Feist Invitational Team Roping Classic; One Day, \$1 Million Reno Rodeo Invitational Team Roping; Drill Team Competition; Businessman Steer Decorating Contest; Cattle Dog Competition; Kids Day; Special Kids' Rodeo, Mutton Bustin'; Junior Roping; a cattle drive; carnival; and Splash Dogs. On June 18 at 10 a.m. a parade goes through MidTown Reno, with additional activities afterward. The Extreme Mustang Makeover will be held June 18–19 in conjunction with the Reno Rodeo. Adult trainers will have the chance to compete in this event for an estimated purse of \$20,000.

In 1986, the Reno Rodeo established the Reno Rodeo Foundation, which has donated more than \$5.5 million back to the local community through university scholarships and charities for children.

Don't miss: On Saturday, June 25, Reno Rodeo celebrates Kids Day, which is full of child-friendly events including a special mutton bustin' event for 100 kids.

June 20
Bob Feist Invitational Team Roping
Reno, Nevada
bobfeistinvitational.com
303-870-6489.

The world's richest one-day team roping returns to Reno, Nevada, where it again falls on "the most anticipated Monday of the year"—June 20 during the Reno Rodeo. Together, the BFI and Reno Rodeo pay out roughly \$1 million and kick off the lucrative summer run in professional rodeo.

The BFI, televised last year by RFD-TV, was named for founder Bob Feist of California, who was the first in the industry to offer an invitational format with a guaranteed purse. The roping has retained its old-school tough conditions, including fresh steers and a 19-foot head-start for the steer, but the record number of fans each year come to watch the 100 best teams in the world.

Now owned by Ullman Peterson Events, the BFI pays out more than \$650,000 in cash and awards and is considered the most prestigious event in roping. For a little reassurance that team roping is not endangered, visit the arena the day before the BFI for the Junior Roping Challenge, which runs all morning on June 19.

Don't miss: Need a hotel? For reduced rates at The Silver Legacy Hotel & Casino—the host

SPECIAL PROMOTION

hotel and home of the cowboy auction—call 800-687-8733 and use code BFI2016.

July 1–4
St. Paul Rodeo
St. Paul, Oregon
stpaulrodeo.com
800-237-5920

The St. Paul Rodeo began in 1935, when a group of local farmers and businessmen organized a rough-and-tumble 4th of July rodeo in the city park in St. Paul, Oregon. Fifty cowboys competed in that first rodeo for a purse of \$500. Today, the rodeo is celebrating its 81st anniversary, and as a designated Wrangler Million Dollar Tour Rodeo, more than a thousand competitors vie for nearly half a million dollars. The St. Paul Rodeo is one of the top 10 PRCA rodeos.

In addition to PRCA rodeo, "The Nation's Greatest Fourth of July Rodeo" hosts bull riding with the PBR Touring Pro Division on June 30. And there's so much more than just rodeo! Fans can enjoy a carnival, nightly fireworks, a Wild West Art Show featuring 50 artists from around the nation, the Fourth of July parade, the Tack Room Saloon, and the Great Western Barbecue Cook-Off.

For ticket information and a complete schedule, visit tickets.stpaulrodeo.com.

Don't miss: The arena is the only rodeo arena with trees in it. Contestants dodge the trees during competition, which can make things interesting. Nightly fireworks (not just on the Fourth) follow each evening performance. Be sure to visit the Tack Room Saloon, voted one of the Top 20 Cowboy Bars in the west, and enjoy the great food, too!

July 2–4
Red Lodge
Home of Champions Rodeo
Red Lodge, Montana
redlodgerodeo.com
888-281-0625
redlodgechamber@qwestoffice.net.

The Red Lodge Home of Champions Rodeo is celebrating its 87th anniversary in Red Lodge, Montana, July 2, 3 and 4. The rodeo's roots date back to the 1890s, when cowboys congregated on a Sunday afternoon to ride exhibition broncs. The rodeo was officially formed in 1929 and the title "Home of Champions" was added to the name in 1954 after a local cowboy named Bill Linderman won his third World All Around Champion Title.

Red Lodge is now a favorite of top contenders on the road to win a world title, and it's a great destination for families looking for an event they can enjoy together. In addition to the rodeo,

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DECEMBER 1-10
BoydGaming.com/NFR
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there are extra competitions including the fan favorite Mutton Bustin' and the Wild Horse Race.

The event's location is just off of Beartooth Highway, one of the world's most scenic highways and a main entrance to Yellowstone Park. These surroundings are part of what makes this rodeo so special.

Don't miss: Spectators can enjoy the Red Lodge Parade that begins at noon each day of the rodeo.

July 8-17 Cattlemen's Days Gunnison, Colorado cattlemensdays.com

Cattlemen's Days is Colorado's oldest rodeo. Since 1900, the community of Gunnison has conducted "The Granddaddy of Colorado Rodeos," for PRCA rodeo enthusiasts and competitors. Today, the rodeo offers 10 days of fun and excitement.

This year's celebration of the cowboy life includes 4-H livestock competition July 8, an open horse show July 10, a livestock auction, a parade and team roping and barrel racing competitions. The celebration kicks off with a free admission ranch rodeo and auction Saturday, July 8.

Team ranch sorting is scheduled for July 11, with a team auction. The rodeo specialty act this year is Gizmo McCracken.

Tuesday, July 12, is the famous Cattlemen's Days Tough Enough To Wear Pink Concert and Auction. The Cattlemen's Days TETWP campaign has raised more money for breast cancer awareness than any other rodeo in the country. Benefitting the Gunnison community, TETWP raises funds to provide mammograms, ultrasounds and biopsies, as well as assisting breast cancer survivors. The program awards Gunnison Valley Hospital with funds to improve mammogram procedures, and partners with Wrangler to present Gunnison 4-H program with scholarships for nursing and medicine.

Don't miss: The 11th TETWP fundraising songwriters event July 18 in Mountaineer Square Mt. Crested Butte, Colorado, featuring Tim Nichols, Jeffery Steele and Dean Dillon, country music's award-winning songwriter. Find more information at gunnisonstetwp.com.

SPECIAL PROMOTION

July 13-16 Pikes Peak or Bust Rodeo Days Colorado Springs, Colorado pikespeakorbust.org

Professional rodeo action takes place again this summer at the 76th Pikes Peak or Bust Rodeo, July 13-16. The top professional athletes in the sport compete for big prize money. Bronc riding, steer wrestling, team roping, tie down roping, barrel racing and bull riding are all at the picturesque Norris-Penrose Event Center in Colorado Springs, Colorado. The winners in each event go on to Saturday's Shoot Out and Super Shoot Out to take home the big checks.

The fan zone opens before each Rodeo performance and offers a wide array of family-friendly events and activities. Arriving early is ideal so you can avoid the traffic, get parked for free, and have some fun before the rodeo begins.

Tickets for the rodeo are on sale at pikespeakorbust.org. Pikes Peak or Bust Rodeo has been supporting local military and their families since 1946. The military is honored at each performance.

Don't miss: Plan on attending the Pikes Peak or Bust Rodeo Parade set for 6:30 p.m. Tuesday, July 12. The parade features military bands,



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equestrian teams, Western spirit floats, local businesses and more. It is free to attend. The parade starts at St. Vrain and heads down Tejon to Vermijo, in downtown Colorado Springs.

July 19-25
Ogden Pioneer Days Rodeo
Ogden, Utah
ogdenpioneerdays.com
801-668-2555

Attracting more than 30,000 visitors annually, Ogden Pioneer Days Rodeo has repeatedly been named the Best Rodeo in the Wilderness Circuit, which includes Utah, Idaho and Nevada. Ogden Pioneer Days Rodeo is one of the top five large outdoor PRCA rodeos. Ogden Pioneer Days was formed in 1934 as a Western festival to boost the spirits of locals and entice tourists to visit the area. Today, the rodeo holds true to its roots, and is held each year at the historic Ogden Pioneer Stadium.

The Ogden Pioneer Days celebration runs the entire month of July, but starts in earnest when

the intricately painted life-size fiberglass horses of Trail to Pioneer Days, one of the largest public art displays in Utah, are unveiled in downtown Ogden on June 24. A downtown hoedown is planned for July 19. A PRCA rodeo begins Wednesday, July 20, and runs until Saturday, July 23. The rodeo takes a break Sunday, July 24, and then returns Monday, July 25, for the final performance, which also will spotlight the newly announced Miss Rodeo Utah. July 20 is *Standard-Examiner* Family Night, July 21 is Patriotic/Military Appreciation Night, July 22 is the National Day of the Cowboy and July 23 is Tough Enough to Wear Pink.

Don't miss: The Utah Cowboy Hall of Fame induction ceremony on Friday, July 8; the Special Kids Rodeo on Tuesday, July 12; Western Wishes Barrel Race on Wednesday, July 13; the Horse & Hitch Parade on Monday, July 18; and the Grand Parade on Monday, July 25.

July 22-31
Cheyenne Frontier Days
Cheyenne, Wyoming
cfdrodeo.com
800-227-6336

Known as the "Daddy of 'em all," Cheyenne Frontier Days is the world's largest outdoor

rodeo and Western celebration. Now in its 120th year, the rodeo has earned the PRCA's Large Outdoor Rodeo designation 16 times. This event includes nine PRCA rodeos held midday each day, Championship Bull Riding World Finals, parades, pancake breakfasts, an Indian Village, chuckwagon cookoffs, and wild horse racing. Spectators can also visit the carnival midway, Old Frontier Town, Buckin' A Saloon and the Western Art Show & Sale.

Cheyenne Frontier Days is hosting the 3rd Annual CINCH Rodeo Shootout on Friday, July 22. CFD also hosts the Championship Bull Riding Tour on Monday and Tuesday nights as part of Frontier Nights. This event serves as the CBR World Finals, awarding \$100,000 to the world champion, and it is also the finale for the 2016 Road to Cheyenne Tour.

Entertainment during Frontier Nights includes nightly concerts by performers including Sam Hunt with Maddie & Tae, Fall Out Boy, Billy Currington with Ned LeDoux, Kenny Chesney with Courtney Cole, Jake Owen with Old Dominion, KISS with Aaron Watson and Florida Georgia Line with Cole Swindell.

Don't miss: Start your weekend early. Check out the action of the CINCH Rodeo Shootout, and be sure to stick around for Sam Hunt and Maddie & Tae.

2016 Induction Weekend Festivities

THURSDAY
August 4

ProRodeo Hall Of Fame
Golf Tournament And Fundraiser
1 PM
Perry Park Country Club, Larkspur, Colorado

FRIDAY
August 5

Cowboy Ball
6 PM Reservations Required
ProRodeo Hall of Fame Museum Hall

SATURDAY
August 6

Induction Ceremony And Luncheon
10 AM
ProRodeo Hall of Fame Garden Area

SATURDAY
August 6

Commissioners Classic Team Roping
2 PM
ProRodeo Hall of Fame Priefert Arena



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ProRodeoHallOfFame.com

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August 12-13
Big Bend Ranch Rodeo
Alpine, Texas
bigbendranchrodeo.com
432-364-2696

Ranch teams from near and far will travel to the S.A.L.E. Arena at Sul Ross State University in Alpine, Texas, to compete in the Big Bend Ranch Rodeo. For more than 15 years, the rodeo has committed to preserving Western heritage by demonstrating the skills of daily ranch work in a positive and cultural atmosphere. The Big Bend Ranch Rodeo is sanctioned by the Working Ranch Cowboys Association, whose purpose is to preserve the lifestyle of working ranch cowboys and to provide those cowboys and their families with financial assistance in time of hardship. This event raises funds for scholarships and assistance for students attending Sul Ross State University's College of Agricultural and Natural Resource Sciences, with an emphasis on the rodeo team. The winner of this rodeo

qualifies for the WRCA World Championship in Amarillo, Texas, in November.

Events held each night during the rodeo include Ranch Bronc Riding, Wild Cow Milking, Team Doctoring, Team Branding and Team Sorting. All team members must be employed by a working ranch.

New for this year, the rodeo will have two full go-rounds, which allows each team to compete in each event both nights.

Other events scheduled during the rodeo include a cutting competition at the o6 Flats arena, a Ranch Horse Association of America competition and a youth cow horse competition. Rodeo visitors can also participate in the dance Saturday night and cowboy church Sunday morning.

Don't miss: At each rodeo performance, a local, 10-year-old trick rider Emilee Charlesworth will perform with her partner, Madicon McDonald. Charlesworth was featured at the 2015 NFR and travels across the United States performing.

September 2-5
Ellensburg Rodeo
Ellensburg, Washington
ellensburgrodeo.com

Beginning in 1923 as a competition among local hands, the Ellensburg Rodeo has grown into a professional event with more than 500 contestants and more than \$500,000 in prize money. The Ellensburg Rodeo is one of America's top 10 professional rodeos. It is one of the stops on the PRCA rodeo trail and the host of the World Finale of the PRCA's Xtreme Bulls Tour. Locals and road warriors alike consider Ellensburg one of the best rodeo experiences in the United States.

The Ellensburg Rodeo Hall of Fame induction ceremony is Thursday night, September 1. Held in conjunction with the Kittitas County Fair, the Ellensburg Rodeo begins with Patriot Night on September 2. Saturday, September 3, is the Xtreme Bulls Tour finale. Sunday, September 4, highlights the Tough Enough To Wear Pink campaign. Monday, September 5, is the rodeo finals.

Other events during the rodeo weekend include the Ellensburg Hoedown in the Downtown, carnival and midway rides, the Yakama Nation Indian Village and the Western Village.

Don't miss: For the second time the rodeo is hosting a Cinch Shootout event on Sunday, September 4. This will be an exciting invitation-only event featuring elite cowboys and cowgirls.

★
RODEO
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SOCIETY

RODEO HALL OF FAME WEEKEND

SAVE THE DATE
SEP. 30 – OCT. 1, 2016



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(405) 478-2280 ext. 269 • www.nationalcowboymuseum.org/rhs

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WRCA RODEO

SANCTIONED SCHEDULE

2016

APRIL 29 & 30

MAY 6 & 7

JUNE 3 & 4

JUNE 4 & 5

JUNE 11 & 12

JUNE 18

JUNE 24 & 25

JULY 8 & 9

JULY 15 & 16

JULY 15 & 16

JULY 23

AUG. 6

AUGUST 8

AUG. 12 & 13

AUG. 19 & 20

AUG. 19 & 20

AUG. 20

AUG. 26 & 27

AUG. 26 & 27

SEPT. 16 & 17

SEPT. 23 & 24

OCT. 1

NOV. 10-13

GREEN COUNTRY CLASSIC RANCH RODEO

HI-LO COUNTRY RANCH RODEO

WILD HORSE PRAIRIE DAYS

ROCKN' WESTERN RENDEZVOUS R.R.

FORT SUMNER RANCH RODEO

XIT RANCH RODEO

COLORADO CHAMPIONSHIP RANCH RODEO

SANTA FE TRAIL RANCH RODEO

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BIG BEND OF TEXAS RANCH RODEO

TEXAS RANCH ROUNDUP

NEW MEXICO CHAMPIONSHIP

RIDE FOR THE BRAND CHAMPIONSHIP

OCA RANGE ROUNDUP

OLD SETTLER'S REUNION RANCH RODEO

EARTH RANCH RODEO

KANSAS CHAMPIONSHIP R.R.

PRYOR CREEK RANCH RODEO

WRCA 21ST WORLD CHAMPIONSHIP RANCH RODEO

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KIM, CO

HASKELL, TX

LOVELAND, CO

FORT SUMNER, NM

DALHART, TX

HUGO, CO

COUNCIL GROVE, KS

WAURIKA, OK

MEADE, KS

ENCAMPMENT, WY

CIMARRON, NM

COFFEYVILLE, KS

ALPINE, TX

WICHITA FALLS, TX

ROSWELL, NM

COLORADO SPRINGS, CO

GUTHRIE, OK

ROARING SPRINGS, TX

EARTH, TX

MEDICINE LODGE, KS

PRYOR, OK

AMARILLO, TX

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Various Dates
Flat Hat Rodeo Company
2016 Top Hand Tour
Various Locations
 flathatrodeo.com
 info@flathatrodeo.com

New for 2016, the Flat Hat Rodeo Company Top Hand Tour is a three-state tour combining the buckaroo lifestyle and ranch rodeo events with professional bull riding. Prizes include a custom buckaroo saddle, spade bits and a stock trailer. The tour is produced by Flat Hat Rodeo Company, LLC, and Rocky Mountain Bull Bash Productions.

The tour kicked off April 30 in Prescott, Arizona. Competitions are in Idaho Falls, Idaho; Grand Junction, Colorado; Hailey, Idaho; Grover, Colorado; and the Series Final

in Steamboat Springs, Colorado. The year-end top money winner in each event wins a custom-made Wade ranch saddle. The year-end high money winner over all of the events wins a 20-foot stock trailer.

Flat Hat Rodeo Company bucks practice horses once or twice a week in Gill, Colorado, and is having a Dwight Hill ranch roping clinic for those interested in learning more about ranch roping or practice the skills needed to compete at ranch rodeos. For more information on clinic and practice schedules go to the company's website.

Don't miss: Attendees can view and participate in ranch bronc riding, professional bull riding and WSRRA-sanctioned ranch rodeos all in the one weekend. Adrian Buckaroo girl will be playing in concert at several of the competitions.

November 3-6
Western States Ranch Rodeo
Association Finals
Winnemucca, Nevada
 wsrra.org
 916-296-2326
 info@wsrra.org

The Western States Ranch Rodeo Association (WSRRA) started in 2010 and is now the fastest growing ranch rodeo association in the country, with members and sanctioned events in 13 states and Canada. More than 60 Open and Women's division teams, ranch bronc riding and women's steer stopping are featured. The top 15 ranch bronc riders and women steer stoppers are featured. The top teams and individuals will compete for the WSRRA world championships at the WSRRA National Finals Rodeo held in Winnemucca, Nevada, November 3-6.

In addition to the rapid expansion of sanctioned team events, WSRRA growth means increased added monies for the top ranch bronc riders. Special 8 Seconds Whiskey Tour Stops with extra added money and points have proven to be especially popular.

The WSRRA National Finals ended the year with a big show in 2015, and the event will again include the national finals for the Professional Wild Horse Racing Association, a Buckaroo Christmas Gear & Trade Show, and other entertainment.

For event information see wsrra.org or keep up with the WSRRA Facebook page at [facebook.com/wsrra](https://www.facebook.com/wsrra).

Don't miss: Don't miss the 2nd Annual Great Basin Gathering, Music, Poetry and Gear Show, November 4 and 5. This event is family-friendly and full of action.



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OGDEN PIONEER DAYS



Ogden Pioneer Days
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the week of
July 24, 2016

Ogden Pioneer Days, now in its 82nd year, has been nominated as one of the top 5 large outdoor rodeos in the PRCA! Events include a five-night PRCA rodeo, Miss Rodeo Utah Pageant, concerts, fireworks, western art shows, and farmer's markets!

www.ogdenpioneerdays.com

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801.621.1696





November 10-13
WRCA 21st World Championship
Ranch Rodeo
Amarillo, Texas
wrca.org
806-374-9722

This November, the top 24 working ranch teams from all over the western United States will compete at the 21th WRCA Ranch Rodeo in Amarillo, Texas. To participate, working ranches must win a sanctioned ranch rodeo. World championship teams will represent the state in which they won.

The World Championship Ranch Rodeo will feature the top ranch broncs from Harry Vold's toughest string. It is the most attended ranch rodeo in the world. Even more than a great rodeo, the event showcases the best roundup of cowboy gear vendors in the country and a slate of cowboy entertainers. More than 40,000 cowboys and cowgirls are expected to attend.

The Working Ranch Cowboys Association produces the World Championships every year to bring attention and funding to the Working Ranch Cowboys Foundation. This Foundation supports working cowboys and their families in times of need throughout the year. The WCRR is the ultimate showcase of cowboy skill, horsemanship and stewardship used daily on ranches across the United States.

Tickets go on sale June 1 from Panhandle Tickets, 806-378-3096. WRCA members receive a \$2 discount after providing a membership number.

Don't miss: The Cowboy Trade & Trappings Show; Ranch Expo, an ag-based business show; Ranch Horse Association of America-sanctioned competition; youth cow horse championship; cowboy poetry and music; and cowboy church. All of these events are under one roof; you only need to purchase a ticket for the rodeo performances.

AT THE WRANGLER NATIONAL FINALS RODEO

South Point Hotel & Casino
Las Vegas, Nevada
southpointarena.com
vegascowboycentral.com
702-796-7111

If you're attending the NFR this year, you'll want to stay at the South Point Hotel & Casino. You'll enjoy the nightly NFR viewing parties and live entertainment, and the WNFR go-round buckle presentations every night after the rodeo, starting at 11 p.m. in the Dance Hall. The hotel also hosts the World Series of Team Roping event held during the NFR, one of the top five

richest equestrian events in the world, and the Benny Binion Bucking Bull and Horse Sale.

Shuttles from South Point to the NFR ensure you won't miss any of the action. Check out vegascowboycentral.com for a detailed NFR entertainment and event schedule.

Don't miss: The South Point Complex is comprised of a 4,600-seat arena and 1,200 climate-controlled horse stalls. It hosts some of the most prestigious equestrian events in the world. The arena is located minutes from the Las Vegas Strip and includes a 250-by-125-foot show

arena floor and overlooking bar, as well as a 270-by-90-foot indoor practice arena. In addition, the South Point Arena and Equestrian Center's new Priefert Pavilion offers two additional climate-controlled arena venues. The new expansion to South Point's world-class arena offers an additional 100,000 square feet to

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WRCA
Ranch Rodeo

FRIDAY, AUGUST 12TH
8:00 AM CUTTING COMPETITION
AT THE O6 FLATS ARENA
7:00 PM WRCA RODEO PERFORMANCE
AT THE SUL ROSS S.A.L.E ARENA

SATURDAY, AUGUST 13TH
9:00 AM RHAA COMPETITION
AT THE SUL ROSS S.A.L.E ARENA
10:00 AM YOUTH COW HORSE COMPETITION
AT THE SUL ROSS S.A.L.E ARENA
7:00 PM WRCA RODEO PERFORMANCE
AT THE SUL ROSS S.A.L.E ARENA
AWARDS CEREMONY FOLLOWING PERFORMANCE
9:00 DANCE • LOBO BAR

SUNDAY, AUGUST 14TH
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SPECIAL PROMOTION

PENDLETON WHISKY



the existing facility with direct access to the main arena. The Priefert Pavilion allows the property to accommodate a variety of high-volume events.

The South Point Arena hosts 40 weeks of equestrian events each year, including the Championship Bull Riding Tuff Hedeman Vegas Challenge, the West Coast Regional Finals College Rodeo, the Indian National Finals Rodeo and the National Barrel Horse Association Professional's Choice Vegas Super Show. South Point also hosts the PRCA convention.

Boyd Gaming Hotels & Casinos

Las Vegas, Nevada

boydgaming.com/nfr
888-582-6278

Boyd Gaming has a history of sponsoring PRCA and WNFR events. Three of Boyd Gaming's hotel and casinos are host hotel and WNFR sponsors, offering special NFR room and ticket packages that include transportation to and from the Thomas & Mack Center for the NFR at The Orleans Hotel & Casino, the Gold Coast Hotel & Casino and Sam's Town Hotel & Gambling Hall.

Boyd Gaming has a booth at the Cowboy Christmas gift show where members of its team of rodeo ambassadors are present to sign autographs for rodeo fans.

Rodeo Fans don't want to miss the best rodeo after parties at The Orleans with Gary Leffew's Legendary Buck'N Ball, with free admission, live bands, dancing and the best drink prices in town.

Also at The Orleans, the *National Finals Tonight Show*, hosted by eight-time world champions Don Gay and Joe Beaver, provides a nightly recap of all the rodeo action. The free show features rodeo contestants and other stars on stage for interviews, as well as prize giveaways. Find information at boydevents.com.

The Orleans Showroom presents Josh Turner December 2 and 3, and Kelsea Ballerini with Cam December 9 and 10. Reserve tickets at orleanscasino.com.

The 6th Annual Mechanical Bull Riding Competitions at Sam's Town Hotel & Gambling Hall offers two sessions nightly, no entry fee, and winners are awarded \$2,000 in cash and prizes per night, plus a championship buckle for the winning rider.

Don't miss: The Cinch/Boyd Gaming Chute-Out Rodeo at the Orleans Arena. Returning after a successful inaugural year will be the Ridin' For the Fans. The Chute-Out Rodeo runs December 8-10 starting at 2 p.m. each day. Ticket price starts at \$30. Contestants will include past, current and future rodeo champions competing in popular events. Find information at boydchuteout.com.

December 1-10

Rocky Mountain Elk Foundation Hunter & Outdoor Christmas Expo

Las Vegas, Nevada

hunterchristmas.org
hunterchristmas@rmef.org
800-225-5355, ext. 517

Since 2015, the Rocky Mountain Elk Foundation Hunter & Outdoor Christmas Expo has joined Cowboy Christmas in a new location: the South Halls of the Las Vegas Convention Center.

The RMEF Hunter & Outdoor Christmas Expo, features the latest and greatest in firearms, hunting gear and accessories, outfitters, optics, and everything else

WSRRA
Western States Ranch Rodeo Association

Justin Quint

SECONDS

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WESTERN STATES RANCH RODEO ASSOCIATION

Winnemucca, Nevada

11/3-11/6

Host Hotels: Winnemucca Inn and
Winners Inn and Casino

For more info: www.wsrra.org
or our WSRRA Facebook &
Twitter pages!

PENDLETON WHISKY



outdoor- and hunting-related. It coincides with Cowboy Christmas and the Wrangler National Finals Rodeo. The hours are 9 a.m. to 5 p.m. Admission is free and the event is open to the public. Nearly 87,000 people attended the Expo last year during the WNFR.

Don't miss: The Expo's great interactive activities: 3-D Archery Range, RMEF Great Elk Tour and Shoot Like A Girl trailer, Wrangler Rodeo Arena, and special outdoor and rodeo celebrity appearances.

December 1-11

Group W. Productions
Stetson Country Christmas
and Roper Cowboy Marketplace
Las Vegas, Nevada
groupwproductions.com

Group W. Productions LLC produces the "mega" trade shows in Las Vegas during WNFR. These are the Stetson Country Christmas, held December 1-11 at the Sands Expo and Convention Center—and the Roper Cowboy Marketplace, held December 1-10 at Mandalay Bay. Group W. also recently produced the Academy of Country Music's Party for the Cause and tradeshow in Las Vegas this past April, with more than 50,000 attendees.

Group W. started 24 years ago when Chris Woodruff saw a need in Las Vegas for more participation within the Western lifestyle retail opportunities during the NFR. Country Christmas at the Sands Hotel began in 1994 with the expectations of 100 to 200 booths. The first year had more than 400 booths, and Group W's events have grown from just the Country Christmas at Sands, to adding the Roper Cowboy Marketplace at Mandalay Bay in 2004 as an alternate opportunity when the space became available. These events are hugely popular and have become must-visit shopping locations at the NFR.

For more info about these and other Group W events, go to groupwproductions.com.

Don't miss: If you're in Dallas November 9-13 and plan to attend the Elite Rodeo Athletes world championship, you'll want to check out the ERA Trade Show and Fan Experience at the Dallas Convention Center. Group W. Productions expects hundreds of exhibitors, demonstrations, autographs, and meet-and-greets by all the athletes.

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RODEO ROADTRIP DESTINATIONS

June 4

The Pegasus Project
Klamath Falls, Oregon
projectspirit.org
klamathlargeanimals.org

In 2015, the Pegasus Project Rescue Horse Event began as a way to show people that rescue horses are not scruffy nags, but untrained animals that need homes. The event pairs rescue horses with trainers, with the horses to be exhibited in hand, under saddle, on an obstacle course and in a freestyle event. The trainers pick out their horses, work with them for 90 days and showcase them in the event. The focus is on the horses, which are available at the adoption event that follows. The first event drew 150 attendees, and 11 horses found new homes. This year's event will include horses of all breeds and types.

SPECIAL PROMOTION

The Pegasus Project is sponsored by Project Spirit Equine Rescue & Rehab and Klamath Animal Shelter Large Animal Division. Both are 501(c)(3) nonprofit organizations run solely by donations and volunteers. The event is free and focused on family.

The Pegasus Project encourages pre-application for the adoption event. Horses only go to approved homes to stop the cycle of abuse and neglect. A winning bid with an approved application allows for the horse to go to its new home that day.

Like the event on Facebook at facebook.com/thepegasusprojectrescuehorseevent, where you can follow the progress of the animals.

Don't miss: The freestyle class is a surprise. There may even be a jousting exhibition this year. Guests can enjoy treats from the concession stand, buy a T-shirt, meet the trainers, and enter a Fan Favorite 50/50 raffle by voting for their favorite horse and trainer team.

ProRodeo Hall of Fame and Museum of the American Cowboy

Colorado Springs, Colorado
prorodeohalloffame.com
719-528-4764

Since its unveiling in 1979, the ProRodeo Hall of Fame has inducted 242 people, 29 animals and 25 rodeo committees. Each year, more than 25,000 visitors from all over the world tour the Hall of Fame. The museum features exhibits highlighting cowboys from each of PRCA's eight events, famous stock contractors, clowns and other rodeo personnel.

Digital signage and touch screens were installed in the museum this spring. The touch screens allow museum guests to look up data on the PRCA and the ProRodeo Hall of Fame. They feature world records, current world standings, rodeo schedules, locations of inductees within the museum, a map of the museum, information on upcoming events, membership information and various other features.

The "Casey Tibbs—America's Cowboy" exhibit—a collection of memorabilia, clothing, awards and artifacts of the legendary cowboy—opened April 1 in the 101 Gallery. Tibbs, who won a record six saddle bronc riding world titles, was the first cowboy to transcend the sport and become a household name. His personality and flamboyant style put him on the cover of *Life* magazine, while his prowess in the arena made him the living symbol of the Western icon, a cowboy on a bucking horse, for

years. He claimed a total of nine world titles, including one in bareback riding and two in the all-around. Tibbs served on every administrative board in the RCA (now PRCA) during his era. More than any other individual in rodeo, Tibbs brought national attention to rodeo as the original American sport. Tibbs died on January 28, 1990. A statue of him on the well-known bronc Necktie stands outside the ProRodeo Hall of Fame. The exhibit will be up until September.

The National Day of the American Cowboy Celebration is July 30. The Hall of Fame Golf Tournament is August 4, the Cowboy Ball is August 5, and the induction ceremony luncheon is August 6.

Don't miss: If you want to have a truly unique special event, the ProRodeo Hall of Fame and Museum of the American Cowboy is available for weddings, receptions, corporate group events and convention rodeos.

September 29-October 2
Durango Cowboy Poetry Gathering
Durango, Colorado
durangocowboypoetrygathering.org
 970-749-2995
lindamannix.durango.net

The Durango Cowboy Poetry Gathering has hosted some of the finest cowboy poets and musicians for 28 years. Hatmaker Kevin O'Farrell started the event in 1989, and since then the Durango Gathering has grown to a four-day event celebrating the ranching industry and cowboy culture. This year's Gathering will be at the peak of southwestern Colorado's fall color season, September 29 to October 4.

The Gathering is headquartered in the historic Strater Hotel on Main Avenue in Durango. This central location is perfect for walking around downtown Durango, which is a National Historic District and full of quality shopping and restaurants. The Daytime Theme Sessions of poetry and music are free, and are held in various locations in and around the Strater Hotel.

Wylie and Wild West is the featured performer, entertaining for two shows on Thursday, September 29. Other performances of cowboy poetry and music are on Friday and Saturday evenings and the Daytime Theme Sessions on Saturday are free. Visit the event website for a complete list of performers.

Visit the Durango Cowboy Poetry Gathering website or Facebook page for updates and to order tickets. Book your hotel or motel reservations early, as the town is usually sold out during the Gathering. Stay at the Strater Hotel (strater.com) to be close to the action.

Don't miss: Durango and southwestern

P E N D L E T O N W H I S K Y



Colorado have a reputation for being a great area to visit. The Durango and Silverton Train will run a special Cowboy Poet Train where you can be entertained and enjoy a barbecue lunch in the beautiful San Juan Mountains. Rapp Corral hosts a Cowboy Poet Trail Ride where you ride horses through the fall colors and stop for lunch and entertainment by Randy Rieman and Mary Kaye around a campfire. A big crowd favorite is the "motorless" Cowboy Parade on Saturday October 1. All horse-drawn vehicles, horse riders and walkers turn Main Avenue into a scene directly from the 1880s.

September 30 – October 1
Rodeo Hall of Fame Weekend
at the National Cowboy
& Western Heritage Museum
Oklahoma City, Oklahoma
nationalcowboymuseum.org
loverodeo.org
 405-478-2250

The National Cowboy & Western Heritage Museum's annual Rodeo Hall of Fame Weekend celebrates the accomplishments of Hall of Fame inductees, as well as the recipients of the Ben Johnson Memorial Award and the Tad Lucas Memorial Award, September 30 to October 1 in Oklahoma City, Oklahoma.

The weekend begins with a cocktail reception on Friday, and concludes with a benefit auction and awards dinner on Saturday, October 1. Advance reservations are required; call 405-478-2250, extension 219, beginning in July, or visit loverodeo.org.

The Ben Johnson Memorial Award is presented to a living individual involved in the rodeo industry who contributes to youth and/or community activities and has participated in the growth of pro rodeo. The Tad Lucas Memorial Award is presented to a woman in the rodeo industry who has exhibited extraordinary characteristics while upholding and promoting the nation's Western heritage.

Opened in 1965, the National Cowboy & Western Heritage Museum preserves and interprets the evolving history and cultures of the American West for the education and enrichment of its diverse audiences. The museum and its Rodeo Hall of Fame is a leading destination for rodeo and Western culture enthusiasts. Discover more at nationalcowboymuseum.org.

Don't miss: The October 1 "Re-Rides Contest." The best story told wins a prize.■

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Adopt your dream horse!

Saturday, June 4

9 a.m. - 5 p.m.

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 Klamath Falls, Oregon

*Watch trainers demonstrate what they
have achieved in 90 days and then
adopt one of these great horses!*

Pre-Adoption Application is recommended.
 Get your application at
www.klamathlargeanimals.org

Sponsored by Project Spirit Equine Rescue & Rehab in
 conjunction with Klamath Animal Shelter Large Animal
 Division. Both are 501(c)(3) Non-Profit Organizations.
 This event benefits rescue horses in the Klamath Basin.

Durango
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 DURANGO ♦ COLORADO *Gathering*
SEPT 29-OCT 2, 2016
Featuring
WYLIE AND THE WILD WEST
 WITH MANY MORE POETS AND MUSICIANS

DurangoCowboyPoetryGathering.org
 Information: 970-749-2995