



January 31-February 17, 2008

Contact: Horse Show Office (210-225-1309)

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Date: February 4, 2008

**REQUEST FOR COVERAGE/MEDIA OPPORTUNITY
FOR IMMEDIATE RELEASE**

"Charro de Corazon" Gerardo Jerry Diaz Performs at Horse Show

The San Antonio Stock Show & Rodeo welcomes back Charro Jerry Diaz in 2008. Jerry Diaz will be performing on February 10th at 4:00 pm in Horse Barn 2 as a feature of the Dia de Vaquero, the Day of the Cowboy. Jerry's wife, Staci, and son, Nicolas, will be performing with him as well.

Jerry is a fourth generation charro, continuing the traditions that originated with his great grandfather over 150 years ago. Jerry is recognized around the world for his expertise in horsemanship and dedication to the Charro traditions. In 2004 Jerry Diaz was inducted to the Texas Trail of Fame.

A Charro is a skilled Mexican horseman whose origins date back to the 17th century. The charro, who developed customs, dress, music and equestrian skills later borrowed by the American cowboy, dress in traditional costume and are skilled in horsemanship, bull riding, horse and steer roping and trick roping.

Come out and spend time with Jerry and his family as they perform traditional Mexican horsemanship skills to the sounds of the Mariachi Los Galleros. Special guest with the music group is Kasi Luna. Don't miss this exciting event that filled Horse Barn 2 in 2007!

-Let's Rodeo San Antonio!-

SALE has a rich tradition and history of stewardship to the community, agriculture industry and youth of Texas. With a clear vision of the future, a successful past and continual dedication from over 4,000 volunteers, SALE will continue to provide wholesome family entertainment and be a pillar of strength and support to the youth of Texas.

For additional information, go to www.sarodeo.com or call 210-225-0612.

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