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REQUEST FOR COVERAGE/MEDIA OPPORTUNITY

FOR IMMEDIATE RELEASE

SAN ANTONIO STOCK SHOW & RODEO COMMITS
\$8.1 MILLION TO EDUCATING TEXAS YOUTH

SAN ANTONIO –The San Antonio Livestock Exposition, Inc. (S.A.L.E.), a volunteer organization that emphasizes agriculture and education to develop the youth of Texas, has built a reputation for being one of the best professional rodeos in North America and a great family entertainment value. Additionally, S.A.L.E. has a direct impact on the lives of thousands of individuals who are pursuing a higher education.

This year, the S.A.L.E. has committed **\$8.1** million to education. This amount represents scholarships, grants, endowments, junior livestock auctions, Calf Scramble program, and show premiums paid to the youth of Texas. This brings the total amount that the organization has committed since the inception of the Scholarship Fund in 1984 to over \$96 million, after \$7.6 and \$8.5 million in 2007 and 2008, respectively. Keith Martin, Executive Director and CEO, made the announcement during the organization's annual membership meeting, May 19.

S.A.L.E. 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 5,000 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.

LET'S RODEO SAN ANTONIO!

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