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REQUEST FOR COVERAGE/MEDIA OPPORTUNITY  
FOR IMMEDIATE RELEASE

**SAN ANTONIO STOCK SHOW & RODEO**  
**RECOGNIZED BY SAN ANTONIO AMERICAN MARKETING**  
**ASSOCIATION**

SAN ANTONIO, TX – For the second consecutive year, the San Antonio Stock Show & Rodeo received the San Antonio American Marketing Association (AMA) Marketing Excellence Award for outstanding marketing achievement (under the non-profit organization category.) The 2009 Marketing Excellence Awards ceremony was held on May 27 at Pat O'Briens on the Riverwalk.

This year the San Antonio Livestock Exposition, Inc. (S.A.L.E.) has committed \$8.1 million to education. The amount represents scholarships, grants, endowments, junior livestock auctions, Calf Scramble program, and show premiums paid to youth in the state 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.

The San Antonio Livestock Exposition, Inc. is a volunteer organization that emphasizes agriculture and education to develop the youth of Texas. 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, S.A.L.E. 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](http://www.sarodeo.com) or call 210-225-0612.

LET'S RODEO SAN ANTONIO!

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