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*“A Volunteer Organization that Emphasizes Agriculture and Education  
to Develop the Youth of Texas”*

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REQUEST FOR COVERAGE/MEDIA OPPORTUNITY  
FOR IMMEDIATE RELEASE

**SAN ANTONIO STOCK SHOW & RODEO**  
**WINS PRESTIGIOUS MARKETING AWARDS FOR THIRD**  
**CONSECUTIVE YEAR**

SAN ANTONIO – The San Antonio Stock Show & Rodeo received three Telly Awards for their 2009 series of TV commercials. The non-profit organization was awarded top honors, one Silver Telly and two Bronze Tellys. The commercials featured rodeo personalities Barrelman, Leon Coffee; Bareback Riding contestant, Ryan Gray and rodeo animal athletes. This is the third consecutive year that the San Antonio Stock Show & Rodeo has won such honors. Anderson Marketing Group and Shootz Production Group of San Antonio created and produced the commercials.

The Telly Awards honor the best local, regional, and cable television commercials and programs, as well as the finest video and film productions. The Telly statuette is a symbol of creative excellence. The 29th Annual Telly Awards received over 14,000 entries from all 50 states and five continents.

The San Antonio Livestock Exposition (S.A.L.E.) has a rich tradition and history of stewardship to the community, agriculture industry and youth of Texas. This year the San Antonio Stock Show & Rodeo 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.

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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