



Contact: Marketing Dept. 210-225-0612

bonnie@sarodeo.com

Date: November 18, 2009

REQUEST FOR COVERAGE/MEDIA OPPORTUNITY
FOR IMMEDIATE RELEASE

San Antonio Stock Show & Rodeo Announces More Entertainers for 2010 Line-up

SAN ANTONIO- The San Antonio Stock Show & Rodeo is excited to announce another group of performers to add to the previous entertainment announcements on Oct. 22 and Nov. 4.

Stay tuned to sarodeo.com and social media outlets such as: Twitter, Facebook, and Myspace for future entertainment releases.

Date	Entertainer	Time
Feb. 8, 2010	John Rich with Cowboy Troy	7 p.m.
Feb. 13, 2010	James Otto	1 p.m.
Feb. 13, 2010	Rodney Atkins	7:30 p.m.
Feb. 18, 2010	Toby Keith	7 p.m.
Feb. 20, 2010	Xtreme Bulls w/ Jake Owen	1 p.m.

** Previously announced entertainers **

Date	Entertainer	Time
Feb. 4, 2010	Xtreme Bulls w/Randy Houser	7 p.m.
Feb. 5, 2010	Lady Antebellum	7:30 p.m.
Feb. 6, 2010	Tim McGraw	1 p.m. & 7:30 p.m.
Feb. 7, 2010	Selena Gomez	1 p.m.
Feb. 9, 2010	Darius Rucker	7 p.m.
Feb. 10, 2010	Third Day	7 p.m.
Feb. 11, 2010	Casey Donahew Band	7 p.m.
Feb. 14, 2010	Blake Shelton	1 p.m.
Feb. 14, 2010 (Dia de Vaquero)	Ramon Ayala	7:30 p.m.
Feb. 15, 2010	Dierks Bentley	7 p.m.
Feb. 16, 2010	Trace Adkins	7 p.m.
Feb. 17, 2010	Alan Jackson	7 p.m.

Individual tickets may be purchased online at sarodeo.com, ticketmaster.com, at the AT&T Center Southwest Box Office, any Ticketmaster location or by calling 1-877-63-RODEO.



sarodeo.com

Season tickets and mini-packages are available now. To purchase, contact the rodeo box office at 210-225-5851.

For grounds and carnival promotions such as College Days, Military Days, Dollar Days, Senior Day, Rodeo Feast, Mega Pass, Mega Plus Pass, etc. visit sarodeo.com.

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.

The San Antonio Stock Show & Rodeo is a volunteer organization that emphasizes agriculture and education to develop the youth of Texas. For more information, visit www.sarodeo.com.

LET'S RODEO SAN ANTONIO!

###