



*“A volunteer organization that emphasizes agriculture and education to develop the youth of Texas.”*

Contact: Marketing Dept. (210-225-0612)

[bonnie@sarodeo.com](mailto:bonnie@sarodeo.com)

Yvonne “Bonnie” Ramirez

Date: December 3, 2009

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

**SAN ANTONIO STOCK SHOW & RODEO VOTED PRCA’S LARGE INDOOR RODEO  
OF THE YEAR FOR FIFTH CONSECUTIVE YEAR**

LAS VEGAS – The San Antonio Stock Show & Rodeo is thrilled to announce that a fifth banner will be proudly displayed in the AT&T Center for being named the Professional Rodeo Cowboy Association’s (PRCA) Large Indoor Rodeo of the Year. The San Antonio Stock Show & Rodeo has been named the recipient of this prestigious industry award, consecutively, since 2005.

Each year, the Professional Rodeo Cowboys Association honors the best of the best in rodeo professionals, stock contractors and rodeo committees during their annual Contract Personnel Awards Banquet at the South Point Hotel and Casino in Las Vegas. The banquet is held prior to the kick off of the Wrangler National Finals, the “Superbowl” of rodeo. Because nominees and winners are voted on by their peers in the industry, it is considered a great honor to be selected.

“We are extremely honored and humbled to accept this prestigious award for the fifth year in a row. It is because of the support and dedication of our 5000 plus volunteers, sponsors, as well as the entire city of San Antonio and the surrounding communities that we have had the success that we have” Keith Martin, S.A.L.E. Executive Director and CEO, said.

The San Antonio Stock Show & Rodeo has been innovators in the sport of rodeo. They host only rodeo’s top competitors, recruit world-class animal athletes and bucking stock from the nation’s best contractors and have increased its purse size to over \$1 million to make it one of the top two paying regular season rodeos in the country.

Come experience the 61<sup>st</sup> annual San Antonio Stock Show & Rodeo, February 4-21, 2010. Tickets may be purchased online at [sarodeo.com](http://sarodeo.com), [ticketmaster.com](http://ticketmaster.com),



at the AT&T Center Southwest box office, any Ticketmaster location or by calling 1-877-63-RODEO.

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 more information, visit [www.sarodeo.com](http://www.sarodeo.com) or call 210-225-5851.

-Let's Rodeo San Antonio!-

###