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REQUEST FOR COVERAGE/MEDIA OPPORTUNITY
FOR IMMEDIATE RELEASE

SAN ANTONIO STOCK SHOW AND RODEO AWARDS \$192,000 IN SCHOLARSHIPS TO LOCAL YOUTH

In ceremonies held on June 29th, 2010 at O'Connor High School's Vickery Center in San Antonio, Texas, the San Antonio Livestock Exposition and Bexar County FFA awarded twelve San Antonio High School youth with over \$192,000 in scholarship funds.

Holding true to its mission statement of being "a volunteer organization that emphasizes agriculture and education to develop the youth of Texas," San Antonio Stock Show and Rodeo Volunteers presented twelve students from O'Connor, Judson, James Madison, and East Central High Schools with a 4-year scholarship of \$16,000. Present to award the lucky recipients were SALE volunteers Fred Petmecky, President; Jackie Van De Walle-Dreher, Assistant Vice President; Tony Magaro, Chairman of the Scholarship Committee; and Clint Swindall, Chairman of the Cowboy Church Committee.

As of 2010, the San Antonio Livestock Exhibition Inc. has committed \$105 million to education, with \$8.5 million committed this year in the form of scholarships, grants, endowments, auctions, a calf scramble program and show premiums paid to youth. Awards and scholarships for this year will add more than 300 new scholars to the program. With over 1,300 active scholarship recipients, SALE represents students in 67 colleges and universities throughout the state of Texas.

In addition, support has been provided for continuing career education for Extension Specialists through the highly successful SALE Leadership Extension Programs. Texas colleges and universities have been supported with direct grants to various agriculturally related programs. SALE is involved in youth development and curriculum programs through the 4-H, FFA and by direct contact with specific schools.

These successful educational programs are made possible by the efforts of over 5,000 dedicated volunteers as well as a very loyal and generous group of sponsors who are the nucleus of the SALE family. Together, their countless hours of talent, hard work, and dollars make The San Antonio Stock Show & Rodeo one of the best entertainment and educational values in San Antonio. As Clint Swindall says "thousands of volunteers each year give generously of their time and talent to the San Antonio Stock Show & Rodeo. The pride on the faces of these kids tonight allowed us to witness the result of all that generosity."

SALE and the Bexar County FFA proudly recognizes and congratulates the twelve San Antonio /Helotes area youth recipients of the scholarships awarded.

