



Media Release

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For Immediate Release

67TH ANNUAL ABC PRO RODEO

LUBBOCK, Texas (March 24, 2009) – The 67th Annual ABC Pro Rodeo will be held April 2, 3 and 4 at the City Bank Municipal Coliseum, 2720 Drive of Champions. Shows start at 7:30pm each night, with a 1:30pm matinee on Saturday, April 4th.

Rodeo events at each performance include saddle bronc, bareback, steer wrestling, calf roping, team roping, barrel racing, mutton bustin' and bull riding.

The Beutler & Son Rodeo Company will also bring the top rodeo livestock in the Professional Rodeo Cowboys Association (PRCA). Each year since 1949, this rodeo company has amazed the audience with their professionalism and the quality of stock they bring to Lubbock.

Get ready to have a great time watching the antics of one of the premier PRCA Rodeo entertainers, Punkintown. Making his first trip to Lubbock, Kenny Smith is sure to keep the audience laughing.

PRCA announcer of the year Boyd Polhemus promises to keep the audience on the edge of their seats as the world's top cowboy and cowgirl athletes compete for thousands of dollars in prize money and a chance to go to the National Finals Rodeo in Las Vegas, Nevada, in December.

The American free-style bullfight event will again be held at the end of each performance. Watch the professional rodeo cowboy protectors match their skills against the most dangerous bulls in rodeo. Among the contestants featured will be Andy Burell and Dusty Tuckness.



The Downtown AMBUCS present the inaugural Justin Mutton Bustin' event which will be held Tuesday, March 31st at the City Bank Municipal Coliseum. Mutton Bustin' is similar to bull riding or bronc riding, but with a sheep. A child will be placed in a riding position on the sheep. Once atop, the sheep will be let go and attempt to get the child off.

Entries for the Justin Mutton Bustin' event will be accepted at 5:00pm, and the first 150 kids to enter will have the opportunity to ride like the pros. Contestants must be 4 to 7 years old and weigh no more than 55 lbs. Protective helmets and vests will be provided by Justin Boot Company. The top 30 riders will be invited to return, with 10 competing during each performance of the ABC Pro Rodeo on April 2, 3 and 4 in the "go round" events. The go round winners will compete for the "All Round Championship" at the Saturday night finals. Trophy buckles will be presented to the first, second and third place finishers, and a custom-made champion vest will go to the winner. Each contestant must have a waiver signed by a legal parent or guardian and be weighed. All contestants will receive official Justin Mutton Bustin' bandanas and other prizes. The public is invited to come watch this spectacular event at no charge. For more information, contact the Downtown AMBUCS at 806-777-3019.

Tickets for the ABC Pro Rodeo are currently on sale and range from \$10 to \$20. Tickets may be purchased at the following locations:

Dollar Western Wear – General Admission and Reserved Seats (through
Selec-A-Seat)

Boot City – General Admission only

Cavender's – General Admission only

Select-A-Seat Lubbock – General Admission, Reserved Seats and credit
card sales

For more information about the ABC Pro Rodeo, call 806-777-3019 or visit www.abcrodeo.com.

Visit Lubbock is the official destination marketing entity for the city of Lubbock. For a free visitor guide call 800-692-4035 or visit www.VisitLubbock.org.

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