



2012-2013 Press Releases

Standing Out Among Other Rodeos California Rodeo Nominated for Large Outdoor Rodeo of the Year

SALINAS, CA September 12, 2012-The California Rodeo Salinas consistently ranks in the top 20 Professional Rodeos in the United States and is honored to be nominated once again for the Professional Rodeo Cowboy Association's year end award in the Large Outdoor Rodeo Category. Each year members of the PRCA, including cowboys, stock contractors and other card holders, nominate the top rodeos, announcers, bullfighters, clowns, secretaries and various other personnel by submitting ballots with their top picks. Those written in votes are then tallied and the top three in each category are then nominated for and voted upon for the year end awards. Winners will be announced at a banquet in Las Vegas on Wednesday December 5th. Proving that the California Rodeo Salinas is a first class operation, hiring the best personnel and performers, several of the past performers along with current personnel are nominated for awards in their categories. The California Rodeo Salinas wishes them all luck and will be casting our vote for those worthy individuals who excel in their areas of expertise and make our show better each and every year. Good luck to Wayne Brooks, Dusty Tuckness, Cody Webster, Keith Isley, Ash "Crash" Cooper, Tomas Garcilazo, John Payne, Amanda Corely, and Haley Schneeberger who have all performed or worked the California Rodeo Salinas and continue to excel in their various fields.

The full list of nominees for each category is below:

Announcer: Wayne Brooks, Lampasas, Texas; Randy Corley, Silverdale, Wash.; Mike Mathis, Lufkin, Texas; Andy Stewart, Collinston, La.; Boyd Polhamus, Branham, Texas.

Bullfighters: Travis Adams, Gary, Texas; Kenny Bergeron, Iota, La.; Dusty Tuckness, Meeteetse, Wyo.; Cory Wall, Burlington, Colo.; Cody Webster, Wayne, Okla.

Clown: Rudy Burns, Smithdale, Miss.; John Harrison, Soper, Okla.; Keith Isley, Goldston, N.C.; Justin Rumford, Ponca City, Okla.; Cody Sosebee, Charleston, Ark.

Comedy act: Ash "Crash" Cooper, Senlac, Saskatchewan; John Harrison, Soper, Okla.; Keith Isley, Goldston, N.C.; Troy Lerwill, Payson, Utah; Cody Sosebee, Charleston, Ark.

Dress Act: Tomas Garcilazo, Oak Hills, Calif.; Anthony Lucia, Weatherford, Texas; Melissa Navarre, Weatherford, Okla.; Jerry Wayne Olson, Auburn, Neb.; John Payne, Shidler, Okla.

Secretary: Linda Alsbaugh, Alamosa, Colo.; Sunni Deb Backstrom, Congress, Ariz.; Amanda Corely, Laramie, Wyo.; Haley Schneeberger, Ponca City, Okla.; Debi Davis, Nine Mile Falls, Wash.

Stock Contractors: Classic Pro Rodeos, Waskom, Texas; Harry Vold Rodeo Company, Avondale, Colo.; Frontier Rodeo Company, Winnie, Texas; Stace Smith Pro Rodeos, Athens, Texas; Powder River Rodeo Company, Avondale, Colo.

Small Rodeo Committee: Elizabeth (Colo.) Stampede Rodeo; Goliad County Fair PRCA Rodeo (Goliad, Texas); Mesquite (Texas) Championship Rodeo; Amicus Club PRCA Rodeo (Alexandria, LA.); Wind River PRCA Rodeo Roundup, Riverton, Wyo.

Medium Rodeo Committee: Deadwood (S.D.) Days of '76; Rooftop Rodeo (Estes Park, Colo.); Ogden (Utah) Pioneer Days; Crossett (Ark.) Riding Club PRCA Rodeo; Angelina County Benefit Rodeo, Lufkin, Texas

Large Indoor Committee: Rodeo Austin (Texas); National Western Stock Show & Rodeo (Denver); Southwestern Exposition & Livestock Show (Ft Worth, Texas); San Antonio (Texas) Stock Show & Rodeo; Black Hills Stock Show & Rodeo (Rapid City, S.D)

Large Outdoor Committee: Cheyenne (Wyo.) Frontier Days Rodeo; Pendleton (Ore.) Round-Up; California Rodeo Salinas; Reno Rodeo (Nev.); Rodeo of the Ozarks (Springdale, Ark.)

Pink is "in" in October

Local business are "Tough Enough" during Breast Cancer Awareness Month

SALINAS, CA September 24, 2012 – October is Breast Cancer Awareness month and The California Rodeo and local business are thinking "pink" to show their support! The California Rodeo was proud to donate over \$3600 to the Comprehensive Cancer Center at Salinas Valley Memorial Healthcare System in Salinas after another year of participating in Wrangler's Tough Enough to Wear Pink (TETWP) Campaign. Funds were raised through ticket sales on Thursday night, tip collection on site during the Rodeo and through a partnership with sponsor Swenson & Silacci Flowers. In June and July, customers could visit a special page on their website, www.swensonandsilacci.com and send a survivor a pink arrangement; 20% of the cost of the arrangement was donated to the TETWP campaign.

The Rodeo's Fiscal Year ends at the end of September and we are already ramping up efforts for 2013 TETWP fundraising that will include Swenson and Silacci as well as two additional sponsors; Toni Michelle Salon and Glamour Glow Tanning.

Swenson and Silacci is once again partnering with The California Rodeo for the October Breast Cancer Awareness month. Visit their website, www.swensonandsilacci.com and choose from a variety of beautiful pink arrangements that will give back 20% of the cost during the month of October to the TETWP campaign. What a great way to show support by sending flowers to a survivor, someone battling breast cancer, or any form of cancer; not only can it help raise their spirits, but can help earn money for a great cause! Find Swenson and Silacci on Facebook at <http://www.facebook.com/pages/Swenson-Silacci-Flowers>.

New to the program this year is Toni Michelle Salon located at 55 Plaza Cir, #100 in Salinas. During the month of October visit Toni Michelle Salon to purchase any pink related products including: pink cans of Kenra spray, Pink Pravana conditioner, pink brushes, pink irons and 20% of those items purchased will go the TETWP campaign. Toni Michelle Salon can be found on Facebook at www.facebook.com/toni.michellesalon or by phone at 831-751-2200.

Also new to the Tough Enough to Wear Pink campaign is Glamour Glow Tanning. They are showing their support by offering a voucher for a full body, UV safe, airbrush tan. Airbrush tanning is normally priced at \$30 but with the voucher it is \$25 making each voucher worth \$5. At the end of October the vouchers will be collected and 100% of the voucher proceeds will go to the TETWP campaign. Glamour Glow Tanning is located at 1016 N. Davis Rd in Salinas and can be found on Facebook at www.facebook.com/GlamourGlowTanning or by phone at 831-975-5027.

The California Rodeo Salinas started supporting the Wrangler Tough Enough to Wear Pink campaign in 2005. This year-long, western-industry-wide fundraiser to raise awareness and funds for breast cancer research kicked off at the Wrangler National Finals Rodeo in Las Vegas in December of 2004. While pink is not typically associated with rough and rugged cowboys and cowgirls, this program has been a phenomenal success. In December of 2010, Wrangler Tough Enough to Wear Pink Night was celebrated at the Wrangler National Finals with a check presentation of \$9.75 million dollars-the total raised collectively by rodeos involved in the program since its inception almost 7 years ago. One of the best things about Wrangler's Tough Enough to Wear Pink Campaign is that the money earned impacts *local* organizations of the rodeo's choice. Check www.carodeo.com regularly to learn about new fundraising ideas or to become a sponsor and support this cause.

Rodeo kicks off 2013 Wrangler National Patriot Program in November Proceeds Generated to Benefit Monterey Bay Veterans, Inc. in 2012

SALINAS, CA October 30, 2012 – The California Rodeo Salinas is excited to once again partner with sponsor restaurants Casa Sorrento Pizzeria, The Growers Pub, The Salad Shoppe and The Outback Steakhouse as they host Patriot Nights at their restaurants. 20% of the evening's proceeds will benefit the Monterey Bay Veterans, Inc. as part of the Wrangler National Patriot Program. 2013 will be the 3rd year the California Rodeo is participating in the Wrangler National Patriot Program and donating money to the Monterey Bay Veterans, a charity started in Monterey, California, and recognized nationally for providing marine rehabilitation by way of fishing trips for wounded warriors and veterans. Since November is a month to honor Veterans on Veteran's Day, we encourage all Monterey Bay Veterans and California Rodeo supporters to show up on the following dates to support this great program!

Casa Sorrento * Monday, November 5th * 5pm-8pm

The Growers Pub * Wednesday, November 14th * 5pm-8pm

The Salad Shoppe (Lunch) * Friday, November 16th * 11am-2pm

The Outback Steakhouse * TBD- check www.carodeo.com for updates

The Rodeo was able to donate over \$4,000 to MBV in 2012 after 2 fundraising nights at Casa Sorrento and The Growers Pub and through donations during the Rodeo where Monterey Bay Veterans volunteers ran a handicap shuttle service.

See the attached flyers for each event and plan to dine out and support a great cause.

To learn more about the Monterey Bay Veterans, Inc, visit www.mbv.org.

Learn more about the Wrangler National Patriot Program here www.wranglernationalpatriot.com.

The Holiday Chic Boutique presented by the California Rodeo Salinas
An evening full of Holiday Cheer and Unique Shopping

SALINAS, CA November 15, 2012- The first ever Holiday Chic Boutique presented by the California Rodeo Salinas will be held on Wednesday, November 28, 2012 from 6-9pm at the Salinas Sports Complex in the Exhibition Mall located at 1034 North Main Street, Salinas. With over 30 vendors, the event will offer a large variety of unique shopping for the gift giving season. There will be a selection of local wineries at the Holiday Chic Boutique to offer free wine tasting with the purchase of a \$10 California Rodeo souvenir wine glass; appetizers to energize the holiday shopper and plenty of holiday cheer! Admission is free to this great event; it's never too early to start the holiday season!

In addition to great shopping, attendees can enter a raffle to win a fully decorated Christmas tree donated by Jenkinson & Sala Family Christmas Trees. Raffle tickets will be sold at \$5 each and 100% proceeds from the tree decorating raffle will be donated to Ag Against Hunger a local non-profit organization.

About Ag Against Hunger

Ag Against Hunger's mission is to alleviate hunger by creating a connection between the agricultural community and food assistance programs. Since 1990, the generous donations of surplus produce from our local growers and shippers have helped Ag Against Hunger bring 200 million pounds of produce to tens of millions of hungry children, adults and seniors.

To find out more about Ag Against Hunger visit their website: www.agagainsthunger.org

The California Rodeo is calling for 2013 Hall of Fame Nominations

SALINAS, CA, January 22, 2013 – After more than 100 years of putting on a prestigious event, the California Rodeo Salinas has amassed quite the treasure of individuals who have served on committees, worked at the rodeo, competed here and much more. These individuals deserve to be recognized as part of the legacy of the California Rodeo Salinas. During the centennial celebration of the California Rodeo in 2010, the first class of Hall of Fame Inductees was honored. Now in its 3rd year, the California Rodeo Hall of Fame will once again induct worthy individuals who have contributed to the organization in various ways.

Categories for induction include: Committee Members, Livestock, Contestants, Contract Personnel/Performers, Notables, Supporters/Contributors and Staff. Applications are due on February 26th and are available online at <http://www.carodeo.com/history/hall-of-fame/> or at the Rodeo Office at 1034 N. Main Street in Salinas. Operating hours are Monday-Friday 9am to 5pm.

An Induction luncheon will take place on Thursday July 18th on the California Rodeo's Director's Patio at the Salinas Sports Complex at 1034 N. Main Street at 11:30am. More information about the event will be announced when inductees are revealed in April. For a list of current Hall of Fame members visit www.carodeo.com and click on History then Hall of Fame Members.

The Miss California Rodeo Salinas Contest Opens on February 14th

SALINAS, CA, February 7, 2013 – The California Rodeo Salinas is one of the top ten regular season professional rodeos in the United States, but not everyone knows that. One of the jobs of Miss California Rodeo Salinas is to travel to various events promoting the California Rodeo and educating people about the event, traditions and more. Each year contestants come to Salinas to compete for this coveted title and the honor of representing the largest Rodeo in California.

The contest consists of horsemanship, personality, appearance and scholarship categories. The 2013 contest will begin on Wednesday July 17th and Miss California Rodeo Salinas 2012 Tracy Hinson will pass the title on to the winner during the opening performance of the California Rodeo Salinas Thursday July 18th. The contest winner will receive a \$2,500 cash scholarship to be used at the college of her choice, a gold and silver trophy belt buckle, the use of a two-horse trailer for one year, along with many other gifts and the privilege of wearing the Miss California Rodeo Salinas gold and silver tiara.

Competition is open to young women 18-21 years of age. Contestants must be at least 18 years old by July 1, 2013 without having turned 22 by July 31, 2013. In order to be eligible, contestants must be sponsored by either a recognized horsemen's organization or another recognized community organization (not commercial). Please note that Miss

California Rodeo Salinas 2013 will have numerous rewarding opportunities and experiences during her reign. Therefore, if any contestant entering the 2013 Miss California Rodeo Salinas contest currently holds a queen title representing another rodeo or organization, her reign must have ended prior to the start of the 2013 Miss California Rodeo Salinas contest in order to compete.

The deadline for entering the Miss California Rodeo Salinas contest is May 6, 2013. Full contest details and applications can be found at <http://www.carodeo.com/about-california-rodeo-salinas/miss-ca-rodeo-salinas/>. Applications can also be picked up at the California Rodeo Office at 1034 North Main Street in Salinas Monday through Friday from 9am to 5pm. Call the Miss California Rodeo Salinas Contest Chairman Laurie LaVelle at 831-775-3100 for more information.

The California Rodeo and Crown Royal are Partnering to host a Unique Whisky Experience

Reserve your Seats starting on March 4th for the April 19th Crown Royal Tasting

SALINAS, CA, February 27, 2013 – The California Rodeo and Crown Royal Whisky have partnered for the past 4 years to host a unique tasting event where attendees sip on the different tiers of Crown Royal whisky and enjoy some music, food and a presentation by Master of Whisky, Steve Beal. This year the event will take place on Friday April 19th and will be a similar format to last year with a competitive element that includes four teams mixing drinks with secret ingredients similar to the Food Network show ‘Chopped.’ There will also be an exclusive VIP tasting for 20 people with a more intimate venue to listen to Steve Beal talk about the marks of whisky and also enjoy two marks that are soon to be sold out for good. Details for each tasting element of the night are below.

The VIP tasting starts at 6pm and includes a full, private tasting of 6 Crown Royal Whiskies with Master of Whisky, Steve Beal in the Past Presidents Room at the Salinas Sports Complex at 1034 North Main Street in Salinas. This unique and elite tasting will include some of the last remaining stock of Cask 16 and the Waterloo Distillery XR as well as the new Crown Maple whisky along with Crown Royal, Crown Black and Crown Royal Reserve. Enjoy special appetizers while learning about the different nuances of each mark of whisky in a low key environment before you join the more festive tasting and cocktail mixing contest next door in the Rodeo Room. There you will find food provided by Famous Dave’s, live music, an informal tasting set up near the bar area and you will enjoy the 2nd year of the CROWNED Cocktail Challenge. The cost for the VIP tasting is \$100 per person and includes the VIP experience in the Past President’s Room along with the general tasting in the Rodeo Room.

The General Tasting starts at 6:30pm and includes an informal tasting table with Crown Royal girls there to speak about the four different whiskies that are widely available including the new Crown Maple. Food will be provided by Famous Dave’s and attendees can indulge in a variety of drinks served at the hosted bar. There will also be live music and the 2nd CROWNED Cocktail Challenge with four teams of 3 competing to mix the

best cocktail of the evening; this contest has a format similar to the Food Network cooking show Chopped with secret ingredients being supplied that night in limited quantities so the teams have to be creative in their mixing. The cost for the General Tasting is \$50 per person.

The first four teams to sign up by calling 831-775-3102 will be allowed to compete in the Crowned Cocktail Challenge on Friday April 19th. Teams must provide all names and pay for tickets for all members before the teams will be confirmed.

Reserve VIP & General Tasting seats by calling 831-775-3100. Have your credit card number ready in order to secure your seat. Seats can also be reserved at the California Rodeo Salinas Office at 1034 North Main Street in Salinas, Monday through Friday between 9am and 5pm. The office closes for lunch from 11:45am to 1:15pm on Fridays only.

About Crown Royal Canadian Whisky

Crown Royal Canadian whisky is the number one selling Canadian whisky brand in the US by value and has a tradition as long and distinctive as its taste. Specially blended to commemorate a grand tour of Canada made by King George VI and Queen Elizabeth of Great Britain in 1939, Crown Royal Canadian whisky's smooth, elegant style reflects its aristocratic origins and is considered the epitome of Canadian whisky. For more information visit www.crownroyal.com.

**The Colmo del Rodeo Parade will be back on Saturday July 13th
The California Rodeo Salinas hosts a night of family Parades in Salinas**

SALINAS, CA, February 26, 2013 – The California Rodeo Salinas is excited to present the Colmo del Rodeo Parade for the 4th consecutive year on Saturday July 13, 2013 in Old Town Salinas. Originally revived for the 100th anniversary of the Rodeo in 2010, the parade continues to be a crowd pleaser and will help kick off 'Big Week' in July. The Kiddie Kapers Parade starts at 6:30pm that night and precedes the Colmo del Rodeo Parade which starts at 8pm. The combination of these two parades makes for a fun family evening for the city of Salinas. Many citizens secure their seats early on Saturday along the parade route, which starts at Salinas High School on Main Street and finishes at the Steinbeck Center in Old Town Salinas.

Entry forms to showcase your float in the parade as well as sponsorship opportunities, history and more information can be found at www.carodeo.com; Click on Rodeo then Events and Colmo Parade 2013 or click here: <http://bit.ly/XAeeXS>. Applications to enter the parade are due by June 1st.

Sponsorship levels start at \$250 and there are some unique opportunities for branding your company and being recognized during the parade. Last year, Jack in the Box was involved in the Colmo del Rodeo Parade for the first time and according to Mike Flores,

Jack in the Box Franchise Operator in Monterey-Salinas, it was a great experience, "Jack in the Box is very proud to have been a first time float sponsor in the Colmo del Rodeo Parade last year and were so excited to have been awarded first place! We look forward to once again participating in this wonderful community event."

Please call Barbara Balentine at 831-775-3104 or Victoria Rossi at 831-775-3109 to learn more about sponsoring the Colmo del Rodeo Parade. Sponsorships start as low as \$250 and go up from there with naming and various other advertising opportunities available.

**THE CALIFORNIA RODEO SALINAS' BUMPER STICKER PHOTO CONTEST IS KICKING OFF
Take photographs during your travels to win a Digital Camera**

SALINAS, CA, March 7, 2013—Most Salinas and Monterey County residents have probably seen a California Rodeo Salinas bumper sticker attached to a vehicle around town; they have even been spotted on bumpers of trucks and trailers at different rodeos across the state and country. Thanks to loyal California Rodeo fans, these stickers are hitting the road...and the air....and more as they are packed along on trips around the world and shown off at various locations. Over the past few years, the bumper stickers have appeared at Stonehenge, the Great Barrier Reef, the Eiffel Tower and more exotic locations. The Traveling Bumper Sticker Photo Contest is back again and kicks off now. Tuck a yellow sticker in the suitcase and snap photos during trips. Post those photos to the California Rodeo Salinas' Facebook page (<https://www.facebook.com/CARodeoSalinas>) to be entered for a chance to win a digital camera donated by Best Buy.

Rodeo Bumper Stickers can be acquired for free at the California Rodeo Salinas Office located at 1034 North Main Street in Salinas Monday through Friday from 9am to 5pm or by visiting an Oil Can Henry's location in Salinas, Watsonville or Soquel. Non-locals can purchase bumper stickers at www.carodeo.com for \$1. The California Rodeo Salinas' Marketing Committee will vote on the best photo and the winner. The contest will run from May 15th to July 9th and the winner will be notified by July 11th.

SALINAS SPORTS COMPLEX BOX OFFICE OPENS FOR 2013 SEASON ON APRIL 1ST

Tickets for the Rodeo, PBR, Advance Auto Parts Monster Jam Available at 10am

SALINAS, CA, March 27, 2013—The Salinas Sports Complex Box Office will open for the 2013 season on Monday April 1st at 10am. Tickets for the California Rodeo Salinas July 18th through the 21st, the Professional Bull Riding (PBR) July 17th and the Advance Auto Parts Monster Jam Sunday May 19th, all events held at the Salinas Sports Complex, will be available for purchase. Tickets can be purchased by calling 800-549-4989 or walking

up to the Box Office at 1034 N. Main Street in Salinas Monday through Friday between the hours of 10am and 6pm or by visiting www.carodeo.com or www.salinassportscomplex.com any time.

The Rodeo is a four day event with affordably priced tickets. Children ages 2-12 general admission or reserved grandstand seats are only \$7. Adult general admission tickets are \$13 and reserved grandstand seats are \$20 each. Please call the box office for information about season tickets-you can have the same seat for all four days of the Rodeo. The Rodeo features simultaneous action on the track and in the arena. The track features clown acts, barrel racing, mutton busting and more while the arena showcases the traditional professional rodeo events: saddle bronc riding, team roping, steer wrestling, tie down roping, bareback riding and bull riding. There is also a midway full of food, shopping and activities. Gates open at 4pm on Thursday July 18th and Friday July 19th with the show starting at 6:00pm each night and at 10am on Saturday July 20th and Sunday July 21st with the show starting at 1:15pm each day.

The Professional Bull Riding reserved grandstand tickets for Wednesday July 17th start at \$10 for Children ages 2-12 and are \$25 or \$35 depending on the row for adults; box seats are \$55 for each seat regardless of age. The PBR event features bull riding action with some of the top PBR riders coming to Salinas for this stop on their Touring Pro Division tour. The gates open at 5pm and the show starts at 7pm.

The Advance Auto Parts Monster Jam show sells out each year. Ticket prices are \$10 for children ages 2-12 and \$20 for adults for reserved grandstand seats and \$32 for box seats regardless of age. Tickets are \$2 more the day of the show if tickets are still available. This family friendly event is full of Monster Truck action-trucks free styling in the arena, jumping over demolished cars and more. Gates open at 12pm and the show starts at 2pm on Sunday May 19th.

California Rodeo Salinas and Western Artist Buck Taylor Making Dreams Come True With the 2013 Commemorative Rodeo Poster

SALINAS, CA – April 10, 2013- The California Rodeo Salinas President, Benny Jefferson, had a vision of how he wanted to portray the involvement of youth and rodeo in the 2013 poster and the result is “BIG DREAMS for BIG WEEK.” The concept for the 2013 commemorative poster started long ago as a little boy watched team ropers he idolized at the California Rodeo Salinas. The original water color painted by western artist Buck Taylor portrays a small boy dreaming about becoming a team roper like the men he looked up to; the trusty grey horse the boy leads will be the vehicle to his dreams and promises to look over the boy during his journey to become a rodeo star.

Preserving and celebrating the heritage of the American West is the driving force behind Buck Taylor’s career as a watercolor artist. On movie locations he found himself sketching and painting during breaks in filming. Buck’s art is an invitation to explore

America's western past. With an artistic career spanning fifty years both on canvas and on the screen Buck has appeared in classic period westerns, including 'Have Gun Will Travel', 'Bonanza', 'Gunsmoke' and also in other popular shows including 'Dallas' and 'Walker, Texas Ranger' just to name a few. Buck has received multiple awards for his many ventures including the "Golden Boot" award along-side Ted Turner and the "Spirit of the West" award with Jack Palance and Roy Rogers. To learn more about Buck Taylor visit <http://bucktaylor.com/>

Posters are available in the Rodeo Office for \$15 each, or \$30 for posters signed by Buck Taylor, and online at www.carodeo.com in the store portion of our website. The website store page link is <http://www.carodeo.com/p/About-Us/223>

SALINAS SPORTS COMPLEX WEBISTE IS NEW & IMPOROVED!

Visit the new website and discover the all the Salinas Sports Complex has to offer!

Salinas, CA- April 10, 2013- The Salinas Sports Complex website received a facelift this spring and is now visually attractive and user friendly. The website sports not only a new look and feel, but is also now compatible with any device one may choose to visit the site from: mobile phones, tablets and personal computers to name a few. We expect our fans and consumers to enjoy the improved navigation and content. Along with the new look, the website features the complex as a leading venue choice for any event and showcases the facilities at the Salinas Sports Complex.

Visit the new and improved website at www.salinassportscomplex.com and explore all the great new features such as direct links to our social media pages, purchase tickets for events at the complex, view photos of the facilities and send an electronic event inquiry. The website is also equipped with a great event calendar so visitors can stay up to date with all the events at the complex.

About the Salinas Sports Complex

The Salinas Sports Complex is a mult-use facility located in the heart of the Salinas community. The complex is located on 80 acres in Sherwood Park on land owned by the City of Salinas. The California Rodeo Association holds a 50 year lease with the City to run and maintain the facilities. For years the grounds were used only for staging the California Rodeo, while today the Salinas Sports Complex is a year round hub of activity. For more information about the Salinas Sports Complex logo onto the website www.salinassportscomplex.com or give us a call at 831-775-3100. 'Like' the Salinas Sports Complex on Facebook at www.facebook.com/Salinas.Sports.Complex or follow us on twitter @SSC_Complex For updates, photos and more.

**The 2013 Colmo del Rodeo Parade is Presented by Taylor Farms
Submit your entry and attend the Float Building Workshop**

SALINAS, CA, April 12, 2013 – Taylor Farms is the Presenting Sponsor of the Colmo del Rodeo Parade to be held Saturday July 13, 2013 in Old Town Salinas. The Colmo Parade was once the largest night lighted parade west of the Mississippi and the California Rodeo brought back the much loved parade in 2010 as part of the 100 year anniversary of the Rodeo. The parade now helps to kick off 'Big Week' festivities that take place during the week of the Rodeo. The Kiddie Kapers Parade, presented by The Salinas Californian, starts at 6:30pm and precedes the Colmo del Rodeo Parade which starts at 8pm. It will be a great night for families to enjoy both parades and get into the Rodeo spirit.

Anyone is welcome to enter the parade; entries just need to have lights on them. A free float building workshop will be held on Wednesday May 1st from 6-8:30pm in the Rodeo Room at the Salinas Sports Complex at 1034 North Main Street in Salinas. Entry forms as well as sponsorship opportunities, history and more information can be found at www.carodeo.com; Click on Events then Parades and Colmo del Rodeo Parade. Applications to enter the parade are due by June 1st.

In addition to Presenting Parade Sponsor, Taylor Farms, several other companies have signed on to support the Colmo Parade. Nickel Sponsors include: Alco Water Company and Peter L. Dwares. Announcing Stand Sponsors include: JoyPers Shoes, Lincoln Elementary School and Monterey County Petroleum. Media Sponsors include: KION-TV CBS 46, KCBA-TV FOX 35, UNIVISION KSMS 67, KLOK TRICOLOR 99.5FM and KSES JOSE 107.1.

There are unique opportunities for branding your company and being recognized during the parade. Please call Barbara Balentine at 831-775-3104 or Victoria Rossi at 831-775-3109 to learn more about sponsoring the Colmo del Rodeo Parade. Sponsorships start as low as \$250 and go up from there with naming and various other advertising opportunities available.

**The California Rodeo's Hall of Fame Continues to Grow
Announcing the Class of 2013 to be Inducted July 18th**

SALINAS, CA, April 25, 2013 – The California Rodeo Salinas started its Hall of Fame in 2010 as part of the centennial anniversary of this annual western event. The Rodeo has long been supported by loyal volunteers who work on over 60 committees during the event, personnel, contestants and performers whose talents enhance the show. After 100 years of business it was past time to honor those who helped build the organization and elevate the California Rodeo to one of the top 20 professional rodeos in the United States and the largest in California.

Since 2010, the California Rodeo has accepted applications each year and individuals have been nominated in the following categories: Committee Members, Contract Personnel, Livestock, Contestants, Notables, Supporters/Contributors & Staff. To date there are a total of 26 worthy inductees in the California Rodeo Salinas Hall of Fame and this year, the committee is pleased to announce the following inductees:

Notables

Marguerite (Martins) & Marvin Roberts

Contestant

Ty Murray

Contract Personnel

Bob & Nancy Cook

Livestock

#16 Oscar

Committee Member

George Richardson

Dr. E.J. 'Doc' Leach

An Induction luncheon will take place on Thursday July 18th on the California Rodeo's Director's Patio at the Salinas Sports Complex at 1034 N. Main Street at 11:30am. Tickets are \$30 per person and include lunch and beverages as well as the ceremony during which each inductee is honored and receive their trophy. To reserve your seat, call 831-775-3100 between 9am and 5pm Monday-Friday. The 2013 Hall of Fame Luncheon is sponsored by Jim Martins and Clifford & Marguerite Happy.

Full biographies of the inductees are below. Photos are available upon request. Please call 831-775-3102 or send an email to m linguist@carodeo.com.

Notables

Marguerite (Martins) & Marvin Roberts

Marguerite & Marvin Roberts impacted the California Rodeo Salinas in many ways. They were not only on-site groundskeepers, but they also gave horsemanship lessons to many children in the Salinas area who went on to become participants and contributors to the event. They were true ambassadors to the western way of life and passed that love on to the younger generations. Marguerite and Marvin helped create the Monterey County Junior and Senior Horsemen's Association, allowing participants to ride in the Big Week Parade each year. They also coached many Hostesses and Sweethearts who ran for titles at the Rodeo. Marvin competed in the Working Cow Horse Event, Bull Riding, Steer Roping, Hackamore Class and Reining Class and was a Parade Marshall. Marguerite organized flags in the horse parade in addition to being a Horsemanship and Best Dressed Judge at the Rodeo.

Contestant

Ty Murray

Ty Murray is a seven time Professional Rodeo Cowboy Association All-Around World Champion. He dominated the sport in the '90s, competing in Bull Riding, Saddle Bronc Riding and Bareback Riding. At Salinas, Ty earned All Around Champion buckles in 1990,

1991 and 1994. He won the Saddle Bronc title here in 1990 and the Bull Riding buckle in 2000. Ty's picture was also featured on one of our commemorative posters in the '90s and he participated in some public relations endeavors for the California Rodeo Salinas as well. He continues to be involved with the Professional Bull Riders and was a founding member of that organization, seeking mainstream attention for the sport of bull riding. Ty now lives in Texas with his wife, Jewel, and their son, Kase. Many cowboys strive to win just one buckle at Salinas as a career goal, but Ty has five of them in his trophy case-that is quite a feat.

Committee Members

George Richardson

There was no tunnel vision for George Richardson. He started his 60 plus year Rodeo career under Doc Leach on the Announcer's Stand and continued on this tradition for many years. He then served on the Track Committee for 12 years, eventually as Chairman and was elected President in 1979. George was largely responsible for getting the Museum accomplished along with Past President Homer Hayward. George was the driving force behind the Director's Patio, a place for planning and camaraderie among volunteers. George also aided in Amanda Blake's donation of the Long Branch Saloon, a replica of the bar as it was shown in the TV series 'Gunsmoke.' George was the recipient of the Gold Saddleman award in 1972, has been involved in Public Recreation Unlimited and continues to attend meetings. A true heart and passion for the Rodeo, this organization has been lucky to have George for so long.

Dr. E.J. 'Doc' Leach

E.J. 'Doc' Leach began his involvement with the California Rodeo Salinas as an usher in 1911. He became a Director in 1926 and served on several committees, becoming the Track Director, Vice President and President from 1953-1956. Doc helped to put the California Rodeo on the map in the rodeo industry as a member of the Rodeo Association of America, the International Rodeo Association and the Rodeo Information Committee of the Rodeo Cowboys Association. A dentist by trade, Doc would get to his office early during Big Week, but not to see his normal, paying customers. He would have a line of cowboys out the door and he would offer his services making sure they all had time to get back to the Rodeo Grounds in time for the performance. Doc was the first committee member to receive the Golden Saddleman Award in 1961 and continued to be involved with the Rodeo until he passed away in 1974.

Contract Personnel

Bob & Nancy Cook

Bob and Nancy Cook came to Salinas more than 12 times, Nancy as the Rodeo Secretary from 1978 to 1990 and Bob as a Stock Contractor. Nancy was a no nonsense Secretary credited with being accurate yet kind to all the contestants. Past President Gene Nielsen approached Nancy in 1977 about taking on the secretary duties at Salinas and she held that job until a tragic horse accident caused a severe traumatic brain injury in 1991. Nancy passed away in 1993 following complications from a surgery to improve her recovery. That same year, the California Rodeo Salinas awarded the first Nancy Cook Memorial Award to the Arena Committeeman of the Year. Bob Cook got into the stock

contracting business working with Christensen Brothers and later forming a partnership with Jack Roddy and Jack Sparrowk to create Rodeo Stock Contractors (RSC). The RSC Rodeo Company continued with Bob after Jack and Jack sold their interest back to him in 1971 and one of his favorite rodeos to bring stock to was the California Rodeo Salinas. The Cook Family, specifically Nancy and Bob, contributed greatly to the legacy of the California Rodeo Salinas and we are honored to induct them into the Hall of Fame this year.

Livestock

#16 Oscar

#16 Oscar was the great bucking bull owned by RSC Stock Contractors Bob and Nancy Cook. Oscar, unlike many great bucking bulls, was small, weighing only about 1300 pounds. His bucking style was characterized by a violent spin to the left. In Oscar's first five years as a bucking bull, more than 100 cowboys tried to ride him and every one failed to make the eight-second whistle. As Oscar's unriden career continued, a bronze "Oscar" was created and offered by RSC to the first man to ride him. That trophy wasn't collected until the final performance of the California Rodeo Salinas in 1975 when John Davis made it to the whistle, winning the gold buckle in the bull riding! Oscar went his entire career with only a hand full of cowboys ever making a qualified ride. Oscar retired to the ProRodeo Hall of Fame in 1979 where he remained until his death in 1983.

**Central Coast Motorsports Spectacular to Feature Truck & Tractor Pulls
Salinas Sports Complex will be Roaring on Sunday August 11th**

SALINAS, CA, May 22, 2013 – Gold Star Motors presents the 4th annual Central Coast Motorsports Spectacular on Sunday August 11th. The Salinas Sports Complex will be the spot for non-stop motorsports action as Monster Trucks and Motocross Jumpers join the Truck and Tractor Pulls to entertain the crowd starting at 2pm that day. Tickets go on sale Thursday May 23rd at 10am at the Salinas Sports Complex Box Office at 1034 N. Main Street in Salinas. Ticket prices are \$10 for children ages 2-12, \$20 for adults and \$25 for box seats for all ages. Visit the Box Office, call 800-549-4989 or order your tickets online at tickets.com.

Coors is sponsoring the Monster Truck event with eight Monster Trucks competing in the arena full of crushed cars and dirt ramps. The Motocross Jumpers, sponsored by Drew-Massa Transportation, will take jumps off of ramps that are over ten feet tall and fly at least 90 feet through the air hitting tricks before they land their jumps. New this year, the Truck and Tractor Pulls sponsored by the Laurel Inn & Conference Center feature different classes of trucks and tractors showcasing their horsepower as they pull a two ton sled across the dirt floor.

There will be a free autograph party Saturday August 10th and the weekend will also feature rides in a monster truck for a fee. Gates open at noon on August 11th. Look for more information at www.carodeo.com or at www.salinassportscomplex.com as the event nears.

**California Rodeo Museum Doors Open to local Elementary School Students
Tours of the Museum Taking Place Remainder of the Week**

SALINAS, CA, May 28, 2013 – The California Rodeo Salinas has a hidden gem at the Salinas Sports Complex-the Heritage Museum. This museum is full of memorabilia, posters, pictures, saddles and other displays that communicate the rich legacy of the over one hundred year old event. It is open during the Rodeo for self-guided tours and also by appointment throughout the year.

During the month of May, Anne Bramers, the Chairman of the Museum Committee, organizes tours for local students ranging in age from 1st to 5th grade. The children learn about leather work, how the California Rodeo started and even hear the story of the authentic Wells Fargo Stage Coach that is on display in the Museum. Over 900 students will attend the Museum tours over two weeks in 2013.

If you would like to interview anyone on the committee or take footage of the tours and classes, please contact myself or Amanda to coordinate. The tours begin at 9:30am daily and end by noon; they will run all week ending on Friday May 31st.

California Rodeo Salinas is Ridin' in Style
Keep an eye out for the Rodeo's Promotional Vehicle as it Hits the Streets

SALINAS, CA – June 30, 2013- Each year the California Rodeo Salinas hits the streets with a promotional vehicle that helps spread the excitement of the Rodeo. You can't miss this year's Rodeo car driving around town with a red and yellow full vehicle wrap that includes this year's advertising campaign "ride" we are literally ridin' in style. The vehicle, a 2013 Suburban, is furnished by MY Cars auto group and the wrap was applied by Central Coast Sign Factory, both loyal Rodeo Sponsors.

The California Rodeo Salinas uses the vehicle from April through the third week of July to promote Big Week up and down the state of California. Almost every weekend during that time the vehicle and Tracy Hinson, Miss California Rodeo Salinas, travel to other rodeos and parades to represent the California Rodeo as she rides on the hood and waves to rodeo fans all over the state. It has traveled from Redding, California all the way down to Santa Maria, California and will even venture into Reno, Nevada in June. When the Rodeo car is not in a parade the marketing staff and Rodeo officials use the car for day to day business. They can be seen around the Salinas Community.

Visit and 'like' our facebook page to see more photos of Miss California Rodeo and stay up to date with Rodeo News at <https://www.facebook.com/CARodeoSalinas> as well as at our website: www.carodeo.com

To learn more about MY Cars and Cenco and all other 2013 Rodeo sponsors visit: <http://www.carodeo.com/p/Get-Involved/209>

California Rodeo is Getting Tough
Gearing up for the Tough Enough to Wear Pink Campaign in 2013

SALINAS, CA, May 22, 2013 – Since 2005 the California Rodeo Salinas has participated in Wrangler's Tough Enough to Wear Pink (TETWP) Campaign and has raised over \$45,000 for cancer causes. The program is unique in that cowboys compete in pink shirts and individual rodeos across the United States can choose various ways to raise money for the cause, but that money stays within the rodeo's local community. For a few years, the Rodeo would raise money and donate it to a local charity, but for the past two years sponsors have started to get involved and find ways to generate funds for this cause in collaboration with the Rodeo. This allows the program to live beyond the four actual days of the California Rodeo Salinas in July.

Kicking off on June 1st, Swenson & Silacci Flowers is one of those sponsors; they will offer their bouquets of pink flowers on a special page on their website, www.swensonandsilacci.com, as part of the Send a Survivor Flowers program where 20% of the price of the bouquet purchased will be donated to the TETWP Campaign and ultimately go to the Comprehensive Cancer Center at Salinas Valley Memorial Healthcare System. “It is such a unique and creative program – a sport as tough as rodeo donning pink to raise money for breast cancer research. We are just honored to be a part of this wonderful fundraising effort” said Mark Silacci, President of Swenson & Silacci Flowers.

The California Rodeo will also raise TETWP funds by donating \$1 from each ticket sold on Tough Enough to Wear Pink Night presented by Rabobank at the Rodeo on Thursday July 18th as well as through tips earned at various locations on the grounds from Wednesday July 17th through Sunday July 21st.

About Tough Enough to Wear Pink

The Wrangler Tough Enough to Wear Pink program started in 2004. This year-long, western-industry-wide fundraiser to raise awareness and funds for breast cancer research kicked off at the Wrangler National Finals Rodeo in Las Vegas that December. While pink is not typically associated with rough and rugged cowboys and cowgirls, this program has been a phenomenal success. The Tough Enough to Wear Pink program has helped to raise over \$10 million dollars-money raised collectively by rodeos involved in the program since its inception. One of the best things about Wrangler’s Tough Enough to Wear Pink Campaign is that the money earned impacts the local organizations of the rodeo’s choice. Learn more at www.toughenoughtowearpink.com.