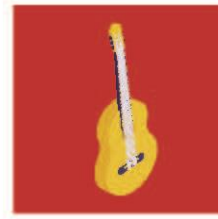


Building BIGGER DREAMS



Who We Are, What We Do

The mission of the Heart O' Texas Fair & Rodeo is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

Agriculture

The Heart O' Texas Livestock Show began in 1953 and continues today with the purpose to promote and maintain education within the livestock and agriculture industry. Students who participate in our livestock show learn not only the value of hard work and discipline but the rewards of raising winning livestock and projects. In 2018, we had over 5,000 livestock entries and awarded \$200,000 in scholarships and premiums to deserving youth during the Heart O' Texas Livestock Show, presented by Brazos Masonry, Inc.

Education

In an effort to recognize outstanding youth, the Heart O' Texas Fair & Rodeo, presented by H-E-B, offers educational scholarships to students in McLennan County as well as the surrounding area. We give more than \$300,000 in youth scholarships annually; since the program began, we have given over \$3 million in educational scholarships. Additional scholarship opportunities are available for our Sweethearts and Creative Arts exhibitors. We have over 500 dedicated volunteers on 23 active committees who all have one goal – *Invest in our children, invest in our future!*

Entertainment

The One HOT Rodeo is a PRCA sanctioned rodeo that takes place during the Heart O' Texas Fair & Rodeo. For seven nights, you'll be able to see top PRCA contestants compete in each of the seven events for their share of more than \$225,000 in cash prizes. Fairgoers can enjoy free rodeo every night with their gate admission to the Fair except for the first and last Saturday nights. Rodeo performances are October 5th – 6th and 8th – 12th. On Sunday, October 13th, we will host the One HOT Bullfight for an exciting night of bullfighters showing off their skills. We have great, free musical entertainment, drink specials and giveaways in our Music Zone. There is plenty of shopping in our Wild West Marketplace as well as great food and carnival rides on our Midway. Children will enjoy our petting zoo, pony rides, Mutton Bustin' and much more!

