



1700 HWY 36 Abilene, Texas. 79602  
325-677-4376.



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## MEDIA RELEASE

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### FOR IMMEDIATE RELEASE

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### FOR MORE INFORMATION:

Rochelle Johnson  
General Manager  
325-677-4376

The West Texas Fair and Rodeo and Expo Center Board of Directors are announcing a new and modified schedule for the 2020 event taking place during the month of September. The new schedule was created to ensure the 2020 West Texas Fair and Rodeo maintains the COVID-19 health and safety guidelines set forth by Gov. Greg Abbott.

For 2020, the new start date will be Friday, September 4 and will run through Saturday, September 19. Carnival Americana will be open on Friday, September 4 through Labor Day, Monday, September 7. The fairgrounds will not be open to the public Tuesday, September 8, and Wednesday, September 9, while the staff and volunteers welcome additional food and commercial vendors, and accepts creative arts entries. The fairgrounds will re-open to the public on Thursday, September 10, with its full offering of attractions, entertainment, and food. The fair will continue through Saturday, September 19. This extended schedule will also help facilitate efficient and effective livestock shows within the Governor's mandates.

"We are making this schedule change, to better accommodate the livestock shows by allowing more room in the First Financial Pavilion as well as the Guitar Arena by extending the livestock shows to three weekends during this COVID-19 time period." said General Manager of the Expo Center of Taylor County, Rochelle Johnson. "We will be asking all competitors and spectators attending the events to abide by the Governor's mandates as issued July 2, 2020," she added.

September 4 through September 10, there will be no gate admission charge for attendees to come watch the livestock shows or to enjoy the carnival. To ride the carnival rides, normal fees will apply. Beginning Friday, September 11, normal gate admission charges will resume and run through the remainder of the event. Gate admission will be charged September 11-19 due to the West Texas Fair & Rodeo running in its entirety. Food trucks will also be present during the event with a wide variety of foods available for fair attendees, along with a trade show that will be second to none.

Along with the earlier opening date, the Rodeo Committee has announced additional dates for the PRCA Rodeo. This year, the PRCA Rodeo will start on September 11 and September 12, and will resume on Thursday, September 17, running through Saturday, September 19, in the newly completed Taylor Telecom Arena. On Tuesday, September 15, the committee is excited to announce "Bulls at Night", a special bull riding event. The Expo Center of Taylor County is excited to welcome visitors to enjoy all of the attractions, entertainment, and tasty foods at the 2020 West Texas Fair and Rodeo.

"We know that 2020 has been a challenging year for everyone on so many fronts, but we are excited that the 2020 West Texas Fair and Rodeo will happen and give the folks in Abilene, the Big Country and the state, a chance to get out and enjoy a great family atmosphere and create lifelong memories," states Ms. Johnson.

For more information, visit the website, [www.taylorcountyexpoctr.com](http://www.taylorcountyexpoctr.com) or call 325-677-4376.