



## **'COWBOY CHURCH' HARKENS BACK TO IDEALS OF SIMPLICITY, REVERANCE AND WORSHIP**

For Immediate Release:

**Surrey, British Columbia** – The prayers are simple and to the point, yet shift the toughest of bull, bareback and saddle riders from a state of focused and intense preparation to one of calm, reverence and worship. Designed for the everyday farmer, rancher, cowboy, horseman, rodeo contestant or fan, Cowboy Church has become a mainstay of the rodeo circuit and a haven of serenity on the Cloverdale Fairgrounds.

Non-denominational in nature, the service – led by Rev. Coy Huffman – will take place **Sunday, May 23 at 10 a.m.** as activity returns to the Stetson Bowl following two days of Cloverdale Rodeo action. Amidst a fine swirl of dust lifted as stock stretch their legs underneath the cowboys and 'gals, assembling what can only be described as a Wild West background nestled in the midst of urban life, Huffman commands respect from his peers with his sermon slathered in a deep, throaty mid-west accent.

Wranglers and a Stetson replace Sunday's finest and the long-winded sermons typically associated with a traditional church service are traded with simple prayers of thanks. It's a notion that harkens back to an era gone by and one that has become entrenched in the culture of the Cloverdale Rodeo and Country Fair.

**EVENT:** Cowboy Church  
**TIME:** 10 a.m.  
**VENUE:** Stetson Suite, Cloverdale Fairgrounds  
**\*\* Open to all**

The 2010 Cloverdale Rodeo and Country Fair will take place May 21-24 at the Cloverdale Fairgrounds, for more information visit [www.cloverdalerodeo.com](http://www.cloverdalerodeo.com).

The Cloverdale Rodeo and Country Fair is generously supported by the Marquee Tourism Events Program, one of several tourism-related programs announced in Canada's Economic Action Plan, designed to help organizers expand the reach of their events and promote Canada as a must-see tourist destination to visitors from around the globe.

### **About:**

The Cloverdale Rodeo and Exhibition Association is the non-profit organization that manages the world famous Cloverdale Rodeo & Country Fair held every year on the May long weekend (May 21 – 24, 2010) at the Cloverdale Fairgrounds in Surrey, British Columbia.

The Association is also responsible for the year-round management of the eight facilities on the Cloverdale Fairgrounds that host over 1000 events annually, including trade shows, concerts, festivals, sporting events, horse and dog shows, swap meets, flea markets, weddings and meetings.

For more information on the Association and the 64th annual Cloverdale Rodeo and the 121<sup>st</sup> Country Fair visit: [www.cloverdalerodeo.com](http://www.cloverdalerodeo.com).

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