



LEGENDARY LONGHORN SALOON RAMPS UP FOR 2010 WITH ALL-CANADIAN ACTS

For Immediate Release:

Surrey, British Columbia – It's known on the worldwide rodeo circuit as the "big red barn" with an even bigger party. And it's a reputation well earned. The Longhorn Saloon has won the hearts of cowboys and non-cowboys alike for its unparalleled combination of high-caliber country music and that intangible vibe that's impossible to pinpoint.

The fun ramps up again for 2010 with the Cloverdale Rodeo Kick-Off Party featuring 54-40, one of the most respected music groups in Canada's cultural landscape. With more than two decades of performing and recording behind it, the band has an unbelievable catalogue of hit songs including "I Go Blind," "One Gun" and "One Day In Your Life."

All weekend long, guests of the Longhorn (located in the Agriplex building), can take in tons of other great live country music, including featured sets from Ken McCoy and Whiskey Jane.

For more fun outdoors, check out the Wild Cactus Saloon with the Bud Big Rig, a licensed beer garden.

***Patrons must be 19 years of age or older for entrance to all licensed beer gardens.**

The 2010 Cloverdale Rodeo and Country Fair will take place May 21-24, 2010, at the Cloverdale Fairgrounds, for more information visit 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 121st Country Fair visit: www.cloverdalerodeo.com.

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