



## THE BEST COME BACK TO CLOVERDALE – MAY 20-23, 2011 FOR THE 65<sup>th</sup> ANNUAL RODEO

*World and Canadian Champions confirmed for the four-day event*

For Immediate Release – (February 15, 2011):

**Surrey, British Columbia, Canada** – The stars are aligning for the 65<sup>th</sup> edition of the Cloverdale Rodeo with confirmation that top competitors from the international rodeo circuit will once again converge on the Lower Mainland. World and Canadian Champions have been confirmed in the bareback, saddle bronc, and ladies barrel racing events happening May 20 to 23, 2011 at the Cloverdale Fairgrounds.

*“We are extremely pleased to mark the 65<sup>th</sup> annual Rodeo with a very strong talent pool consisting of World and Canadian champions,”* says Cloverdale Rodeo Chairperson Penny Smythe. *“There is no better way to mark this milestone than giving West Coast rodeo fans a first rate show.”*

The invitational format, which has earned the Cloverdale Rodeo international acclaim, continues to draw the top names while elevating Cloverdale’s reputation for providing consistently challenging bucking stock. Two talent pools of competitors will compete in four events; bareback, saddle bronc, bull riding and ladies barrel racing with prize money awarded in each go-round. The Cloverdale Rodeo continues to be one of the richest payouts in the country with \$360,000 in prize money.

### **World Champions:**

**BAREBACK** - Despite battling injuries in 2010, **Bobby Mote** of Culver, Oregon, claimed his fourth World Champion bareback title becoming just the sixth rider to do so. Mote also won his 20<sup>th</sup> Wrangler NFR Round with wins in rounds eight and nine to bring his career earnings over the \$1.86 million dollar mark.

**SADDLE BRONC** - 2010 was an outstanding year for **Cody Wright**, a native of Toquerville, Utah. Wright put together an impressive string of wins including a 90-point ride in Ellensburg, Washington followed by a 91-point ride in St. George, Utah. Wright finished the year strong taking the 2010 Wrangler NFR average title, while earning his second World Championship in three years. His success has landed him well over \$1.5 million dollars in career earnings.

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**LADIES BARREL RACING - Sherry Cervi** made an impressive return to the top in 2010 winning her third World Championship in more than a decade, after championships in 1999 and 1995. The native of Tucson, Arizona took home \$299,894 in earnings last year bringing her career earnings to just over \$2 million.

The Cloverdale Rodeo has also confirmed the participation of Canadian Champions in bareback, saddle bronc and ladies barrel racing events. **Dustin Flundra**, the pride of High River Alberta, will compete in the saddle bronc, while fellow Albertan and bareback competitor **Dusty LaValley** will face tough competition from reigning Cloverdale Rodeo champion **Kaycee Field**. **Rana Koopman**, the top canuck in ladies barrel racing, is confirmed along with 2010 Cloverdale winner **Sami Bessert**. In bull riding, 2010 Seminole Hard Rock Extreme Bull Tour champion, **Wesley Silcox** will square off against 2010 Calgary Stampede winner **Douglas Duncan** and former two-time Cloverdale champion **Steve Woolsey**.

The top 24 pro rodeo contestants in each event (based on the 2010 Final World Standings) are invited to participate at the Cloverdale Invitational Rodeo. In the event of a tie for first place during Monday's finals, an exciting "Ride Off" will be held to determine a clear winner.

The 2010 Cloverdale Rodeo and Country Fair will take place May 20 to 23, 2011 at the Cloverdale Fairgrounds. For more information visit [www.cloverdalerodeo.com](http://www.cloverdalerodeo.com).

### 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 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 1,000 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 65th annual Cloverdale Rodeo and the 122<sup>nd</sup> Country Fair visit: [www.cloverdalerodeo.com](http://www.cloverdalerodeo.com).

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