



INTERNATIONALLY RENOWNED RODEO SUPERSTARS CONVERGE ON CLOVERDALE – MAY 21-24, 2010

*Canadian Champions In All Rough-Stock & Ladies Barrel Racing Events
Confirmed for Second Straight Year*

For Immediate Release – (Tuesday, March 23, 2010):

Surrey, British Columbia, Canada – The 64th annual Cloverdale Rodeo continues to exert its presence on the international rodeo circuit, securing for the second year in a row the reigning World and Canadian Champions in all three rough-stock events occurring May 21 to 24, 2010 at the Cloverdale Fairgrounds in Surrey, British Columbia, Canada.

The prestigious slate of competitors is an indication of the ballooning reputation of the Cloverdale Rodeo on the worldwide rodeo circuit and is a testament to the popularity of its invitational format, introduced in 2008, and the associated purse money which this year will again exceed \$360,000.

“This year’s event is again an opportunity for rodeo fans from the Pacific Northwest to see the world’s premier rodeo athletes compete in what is one of the most anticipated events of the circuit,” said Penny Smythe, Rodeo Chair, Cloverdale Rodeo and Exhibition Association. *“We are incredibly pleased to continue to build the reputation of the Cloverdale Rodeo to this high level.”*

Under the invitational format, competitors in bareback, saddle bronc, bull riding and ladies barrel racing events will convene this May Long Weekend for what promises to be nail-biting, jaw-dropping rodeo action like never before.

The World Champs:

BAREBACK – Bobby Mote, of Culver, Oregon, won his third World Title in 2009 and set a single-season earning record with \$310,219 in prize money. Mote, 33, is eager to build on that number for 2010 and hopes his wallet opens again during his stay in Cloverdale. In 2009, his career earnings topped \$1.66 million.

SADDLE BRONC – He’s tuned up and he’s ready to make some more money. **Jesse Kruse**, of Great Falls, Montana, left a trail of wins in his trail in 2009 and, at just 23, is one of the hottest rodeo stars on the circuit when it comes to saddle bronc riding. Last year’s long story of highlights is marked by his Round 4 win during the Wrangler National Finals Rodeo with a 90-point ride. With career earnings already exceeding \$311,000 – this young man is one to keep an eye on.

BULL RIDING – Returning to Cloverdale for the second year in a row titled World Champion, **J.W. Harris**, of May, Texas, continues to make his mark. Despite breaking his right (riding) hand during the second round of the Wrangler National Finals Rodeo and failing to earn a check, Harris, 23, still secured the world championship due to his unparalleled lead from the regular season. He’s the first rider in almost a decade to win back-to-back gold buckles and boasts career earnings now topping \$745,000.

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The Cloverdale Rodeo is also pleased to announce confirmation of Canadian champions in all three rough-stock events as well as ladies barrel racing. B.C. barrel racer **Gaylene Buff** will represent the maple leaf as she takes on 2008 World Champion and reigning Cloverdale Champion Lindsay Sears. **Kyle Bowers**, who has held onto back-to-back Canadian titles in saddle bronc is also confirmed, as is bull rider **Brett Thompson** and saddle bronc rider **Chet Johnson**.

As per the invitational pro rodeo format, the top 24 pro rodeo contestants in each event (as per the 2009 Final World Standings) are invited to participate at the Cloverdale Invitational Rodeo. Following a tie during the saddle bronc Finals last year, this year's Rodeo will introduce an exciting "Ride Off" event should there be a tie for first place during the Monday Finals.

The 2010 Cloverdale Rodeo and Country Fair will take place May 21 to 24, 2010 at the Cloverdale Fairgrounds. For more information visit 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 (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 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 64th annual Cloverdale Rodeo and the 121st Country Fair visit: www.cloverdalerodeo.com.

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