



ICONIC CANADIAN BAND 54-40 SET TO KICK OFF RODEO WEEKEND
Tickets On Sale Now!

For Immediate Release:

Surrey, British Columbia, Canada – One of the most popular bands to emerge from the Canadian cultural landscape, 54-40 will officially kick off the 2010 Cloverdale Rodeo and Country Fair with a concert on Thursday, May 20 at the world-famous Longhorn Saloon. Doors open at 6:30 p.m.

“The Thursday Night Kick-Off Party has well earned its reputation as the place to launch the May Long Weekend and the Cloverdale Rodeo and Country Fair by delivering a mix of top-quality entertainment and the unparalleled atmosphere that has given the Longhorn Saloon iconic status,” said Cloverdale Rodeo and Country Fair General Manager, Bob Matwiv. *“It is a pleasure to welcome a such a high caliber band as 54-50 and we look forward to a sell-out event that will feature great music and good Canadian fun.”*

Tickets for the special Thursday Night Kick-Off Party are only \$25 plus service charges and are available at TicketMaster: online at www.ticketmaster.ca or by phone at 604-280-4444.

With more than two decades, 2,000 performances and close to one dozen Top 10 hit singles under its belt, 54-40 prides itself with evolving and growing in order to keep its fan base. Originally formed in 1981, 54-40 started as a trio but now consists of four key players: Neil Osborne, Dave Genn, Matt Johnson and Brad Merritt. With hits such as “I Go Blind,” “One Gun” and “One Day In Your Life,” a 54-40 concert is an extraordinary experience that bridges the gaps between generations through a shared love of music.

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.

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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