



LONG WEEKEND CROWDS SUPPORT ALL NEW CLOVERDALE RODEO & COUNTRY FAIR SOUTH ASIAN FESTIVAL

For Immediate Release (May 24, 2010)

Surrey, B.C. – It was a history-making May Long Weekend as the Cloverdale Rodeo and Country Fair introduced a first-of-its-kind South Asian Festival to its stellar line-up of family fun and rodeo excitement.

Desi Mela, a one-day celebration of the unique and multicultural makeup of the City of Surrey attracted 2,776 people who enjoyed a variety of Indo-Canadian music, dance and entertainment designed to appeal to families from all cultural backgrounds.

ONE OF WORLD'S TOUGHEST COWBOYS WINS BIG AT CLOVERDALE

The 64th annual Rodeo showcased the world's top cowboys and cowgirls in Canada's second richest pro rodeo payout, offering up more than \$360,000 in prize money. Standout winner Steven Turner who finished first overall in Bull Riding took home \$52,000 for being the sole competitor in the bull riding Finals event to score.

"This year's bull riding stock was incredibly tough. We had some of the best bucking bulls in the world, and because of that we only had one cowboy stay on for the full ride today. It was incredibly exciting," said Penny Smythe, Cloverdale Rodeo Chairperson.

In total, more than 18,200 people turned out to see one of North America's premier pro rodeos during five performances held throughout the four-day event.

"We sold out rodeo performances on both Saturday and Sunday; and the sun making an appearance on Monday afternoon for our exciting Finals was a fantastic way to end another successful event," Smythe said.

The Country Fair attracted long weekend crowds in excess of 72,000 visitors.

The four-day event generates in excess of five million dollars in economic spin-off within the command throughout the Lower Mainland.

Winners:

Bareback Riding

- 1) Kaycee Field, Elkridge, UT – 91 points (\$20,000)
- 2) Steven Peebles, Redmond, OR – 90.5 points (11,500)

- 3) Kelly Timberman, Mills, WY – 88.5 points (\$7,500)
- 4) Jason Havens, Prineville, OR – 87 points (\$5,000)
- 5) Matt Lait, Seven Parsons, AB – 86.5 points (\$3,000)
- 6) Matt Bright, Azle, TX – 86.5 points (\$3,000)

Saddle Bronc Riding

- 1) Justin Berg, Marwayne, AB – 89 points (\$20,000)
- 2) Rod Hay, Wildwood, AB – 87 points (\$11,500)
- 3) Cody Taton, Newell, SD – 86 points (\$7,500)
- 4) Tyrell Smith, Vaughn, MT – 85.5 points (\$5,000)
- 5) Jim Berry, Rocky Mtn. House, AB – 85 points (\$3,500)
- 6) Wade Sundell, Boxholm, IO – 84.5 points (\$2,500)

Ladies Barrel Riding

- 1) Sammi Bessert – 16.24 seconds (\$20,000)
- 2) Rylee McKenzie St. Paul, AB – 16.28 seconds (\$11,500)
- 3) Kelli Tolbert, Hinckley, UT – 16.36 (\$7,500)
- 4) Jill Moody, Letcher, SD – 16.47 seconds (\$5,000)
- 5) Theresa Walter, Billings, MT – 16.56 seconds (\$3,000)
- 6) Danyelle Campbell, Beaumont, CA – 16.56 seconds (\$3,000)

Bull Riding

- 1) Steven Turner, Cochrane, AB – 87.5 points (\$50,000)

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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