

Carbondale CO, May 12, 2009 for Immediate Release

The Carbondale Wild West rodeo announced today the upcoming season schedule for this summer. The Rodeo will return to Carbondale for its 7th season on Thursday June 4, 2009 a 12 week series which runs until August 20<sup>th</sup>.

The very popular rodeo series is produced by a not-for-profit, volunteer association committed to keeping the Roaring Fork Valley's western heritage alive by offering a fun family-oriented event for residents and visitors alike. "We are a small town rodeo with big time fun for everyone" says Association President Dave Weimer. We hope to see everyone there; it's the place to be on Thursday night. "We have improved the parking policies around the fence this year to ensure more folks have a chance to back up their truck to see all the action." Also new this year, Carbondale Wild West Rodeo T-shirts and caps will be offered for sale. Continues Dave "we are excited to donate all proceeds from the sale of the merchandise to be split equally between three local charities -- Tom's Door, Black Sheep 4H and Wind Walkers" "It's a win--win all around. Rodeo fans have asked us for souvenirs, it expands our contribution to the community and at the same time" laughs Dave, "we get volunteers to help us park cars"

The rodeo continues to expand its lineup for our youth. New this year, an exciting event, Break Away Roping, was added for girls ages 8- 16 years old or boys from 8-14 years old. " This is fast action event where the kids need speed and precision to win" says Rodeo Association Vice President Mike Kennedy.

Admission prices and contestant entry fees are the same as the last several years, to ensure an affordable family event. "With the price of gas, our car load price of \$25 for up to 6 people offers a real bargain. Coming out together to the rodeo with friends, family or neighbors is what its all about." says Dave Weimer. As always children under ten are free.

The 2009 Rodeo Royalty will be featured in the Grand Entry again this year which is at 7:30Pm. Chantri Knotts is this years Queen. Emily Schwaller is 2009 Queen Attendant

and the Princesses are Ashlyn Gerbaz and Madilyn Kuhl. The royalty serves as role model for young women in our town and as in past years, the CWWR will provide scholarship funds to the royalty. For the third year in a row, a celebration for Breast Cancer Survivors will be held on July 16, 2009 called "The Tough Enough to Wear Pink Rodeo". It is a joint effort with the Aspen Affiliate of Susan G. Komen For The Cure® and the Carbondale Wild West Rodeo will donate a portion of the gate proceeds of the "Pink" rodeo to the Aspen Affiliate. Free admission to all breast cancer survivors is also offered on that night.

About the Carbondale Wild West Rodeo: The rodeo series is produced by a not-for-profit, volunteer association committed to keeping the Roaring Fork Valley's western heritage alive by offering a fun family-oriented event for residents and visitors alike

The following people are available for press interviews:

Tina Collins, Barrel Racer 970 618 6912

Jeff Burtard, Team Roper 970 948 6614

Heidi Small, Junior Barrel Racer 970 309 0800

Lindsay Soucie, Barrel Racer 970 618 4372

Dave Weimer, Volunteer & President of the CWWR Association 970 618 6824

Mike Kennedy, Volunteer & Vice President of the CWWR Association 970 479 3907

Mike Land, Announcer, Carbondale Wild West Rodeo 307 287 7802

Jeff Jackel, Recreation Director Town of Carbondale 970 274 0450

Julie Albrecht, Volunteer 970 618 9049

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Attached photos of 2007 Series, courtesy of Shorty Williams, Sopris Photography

