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REQUEST FOR COVERAGE/MEDIA OPPORTUNITY
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SAN ANTONIO STOCK SHOW & RODEO FEATURES PRCA "CHARACTERS" IN ADVERTISING CAMPAIGNS

The San Antonio Stock Show & Rodeo continues to be a leader in large indoor rodeos with a rich tradition of sportsmanship, competitive athletes and animal athletes, and one of the largest purses in the PRCA circuit. With five consecutive "Large Indoor Rodeo of the Year" awards under its belt, San Antonio draws record crowds and rivals all as one of the top 3 richest regular season rodeos in the Nation. It's common knowledge that some of the top cowboys in the world anxiously await the beginning of February each year and their trip to the Alamo city. As one of the premiere events for the city of San Antonio, the Rodeo markets their 18 day event to an audience of over 1.4 million people through the traditional advertising mediums of television, radio, internet, and print. For the past 8 years now, the San Antonio Stock Show & Rodeo has proudly enlisted the talent of such PRCA names as Jesse Bail, Leon Coffey, Ryan Gray, Hadley Barrett, Randy Corley and Benji Bendele to help market their yearly event.

In 2003 the San Antonio Stock Show & Rodeo paired up with multi-event talented Jesse Bail for the filming of their "extreme athlete" commercial. The spots featured the bareback/bullrider "training" for the sport of rodeo by running stairs and working out daily. This same year Jesse went on to win the first round of the Wrangler NFR Bull Riding with a 90 point ride on Flying U Rodeo's "Dirty Water." Bail finished out 2003 with more than a couple San Antonio TV spot honors, as he held on to 4th in the Nation in Saddle Bronc riding, 11th in Bull Riding, and 4th in the All Around category.

2007 through 2009 featured some of pro rodeo's biggest and most well recognized faces. 2007's mock of the new hit series that year, "The Office," featured PRCA announcers Hadley Barrett and Randy Corley, Leon Coffey and Bareback rider Ryan Gray. In 2008, the San Antonio Rodeo featured Leon Coffey and Ryan Gray in a classroom setting "secretly" telling all the school children about all the fun of their events.

The San Antonio Stock Show & Rodeo decided to go the comedy route for their 60 year anniversary in 2009 with Ryan Gray and Leon Coffey returning to film skits with the animals they interact with daily as talking characters.



The comedy shall commence again with the upcoming 2011 Rodeo as San Antonio Stock Show & Rodeo TV personalities Coffey and Gray team up again to bring an entertaining and hilarious twist on their sport and the animals involved. Yet, by September's National PRCA standings, Gray is anything but comedic. In fact, he sits at the top of the world in his sport, with over \$159,000 in winnings this year, and is second only to All Around cowboy Trevor Brazile in overall World Standings. Former Texas Tech rodeo star Gray has qualified for the prestigious ranks of the NFR five times, and reached a career all-time high surpassing \$100,000 in single event earnings after his 2010 Pike's Peak or Bust winning bareback ride.

With 60 years of experience bringing first-class rodeo entertainment to the Lone Star state and talent like that of Leon Coffey and Ryan Gray, 2011 promises not only a great advertising campaign, but another stellar two weeks of rodeo action for the 2nd largest Metropolitan city in Texas. Make sure you tune in to find out what these two have in store for 2011 when they pair up with one of the leading indoor rodeos in the Nation to promote the 19 PRCA performances, family fair, carnival, shopping, exhibits, junior livestock shows and horse shows. When February closes in, it's going to be "more than an 8 second ride."