



CLOVERDALE CELEBRATES 60 YEARS OF HISTORY IT'S A WILD RIDE!

For Immediate Release

Surrey, B.C.: What has become one of the most popular events in Western Canada began 60 years ago as a small town affair which tipped its hat to the Fraser Valley's western heritage.

When the Cloverdale Rodeo began sixty years ago, it would have been hard to foresee that it would grow to become one of the largest professional rodeos in North America. Over the past six decades hundreds of thousands of people from across British Columbia, Canada and the world have enjoyed the action packed May long weekend at the Cloverdale fairgrounds.

The Cloverdale Rodeo was the brainchild of two local businessmen, the late Jack Shannon and Clarke Greenaway, who decided that the Fraser Valley should have its own rodeo event.

It didn't take long to turn their idea into a reality. The first Rodeo was advertised as "The West Goes Wilder." The momentum from the extremely successful inaugural year continued into the next when hundreds of disappointed would-be spectators were turned away due to capacity issues.

In 1948 the Cloverdale Rodeo went professional. The same year the rodeo saw several new construction projects undertaken in order to accommodate the demand from the community. New corrals, chutes and grandstands were built. That same year the Rodeo had to be postponed from the traditional May long weekend until Labour Day weekend because of the Fraser River floods. But when the 1948 Cloverdale Rodeo opened, it drew a record 7,000 spectators.

The Cloverdale Rodeo continued to grow both in spectators and competitors. In 1974 Will Senger took over as Rodeo Chairman. Mr. Senger, a dedicated rodeo fan that has given countless volunteer hours to this event and his community, continues as the Association's Arena Director.

Today, the Cloverdale Rodeo remains one of the most popular events on the Pro Rodeo Tour, drawing over 500 of the world's top cowboys and cowgirls. It is the third largest pro rodeo event in Canada, and one of the largest in North America.

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Over 25-thousand people are expected to enjoy the 2006 Cloverdale Rodeo, one of the largest and most popular family and tourist events in British Columbia.

For further information on the 2006 Cloverdale Rodeo and 117th Annual Country Fair, visit www.cloverdalerodeo.com.

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