



**2007 CLOVERDALE RODEO & COUNTRY FAIR
MAY LONG WEEKEND (18TH – 21ST)
SEE YA THERE!**

For Immediate Release

Surrey, B.C. - The Cloverdale Rodeo and Country Fair is a four-day entertainment festival that offers something for everyone. As one of the most popular annual events in British Columbia, the Cloverdale Rodeo and Country Fair is a celebration of country heritage and western tradition. This year marks the 61st year of professional rodeo in Cloverdale and the 119th annual Country Fair exhibition.

YOUR GUIDE TO ALL FOUR DAYS OF ACTION

The Cloverdale Bed Races, Thursday, May 17th - 6:00pm

The Cloverdale Bed Races started in 1977 as a quirky publicity stunt that signaled the start of the annual Cloverdale Rodeo and Country Fair. Over the years, it has grown into a beloved annual tradition. Sponsored by the *Cloverdale Chamber of Commerce*, this popular attraction happens each year in downtown Cloverdale.

The race is split into three divisions: men, women and media. The prizes for the winners of each division are as unique as the race itself. The winners of the men's race receive the coveted Bed Pan trophy, the women's division competes for the Chamber Pot and the media winners earn the Stone Pig. There are also prizes for the best-dressed!

Cloverdale Kick-Off Party Thursday, May 17th - 7:00pm

Featuring a little bit of country and a little bit of rock and roll with local rock legend Trooper joined in the LongHorn Saloon by Blackwater and Ken McCoy. Tickets are \$10, available at Ticketmaster. Plus applicable taxes and service charges.

Tough Enough To Wear Pink, Friday, May 18th - 7:30pm

As a special part of the Friday, May 18th rodeo performance, the Cloverdale Rodeo and Country Fair will help raise money and awareness in support of breast cancer research. In partnership with the Crystal Gala Foundation and Wrangler Jeans, rodeo participants and Cloverdale staff, volunteers and guests will proudly wear pink in support of those whose lives have been affected by breast cancer. Rodeo tickets for this performance are \$15.00 (general admission seating).

As a special promotion, receive a free May 18th rodeo performance ticket when you purchase a Wrangler product at participating lower mainland Mark's Work Wearhouse, Country West Supply, Bates Tack Shop, and Stampede Tack & Western Wear stores.

Commemorative pink Watson gloves will be available at select promotional retailers throughout Surrey for purchase by donation.

Cloverdale Rodeo and Country Fair Parade, Saturday, May 19th - 10:00am

Kids of all ages love a parade. Come see one of the largest and most popular parades in B.C, the annual Cloverdale Rodeo and Country Fair Parade, which will wind its way through the streets of Cloverdale on Saturday morning. There are over 80 unique and colourful entries, including clowns, floats, bands, marching units and commercial entries. The Grand Marshall of this year's parade is Geroy Simon, who was named the 2007 CFL Most Outstanding Player and is the Receiver for the Grey Cup Champion BC Lions.

Bud Light Outdoor Entertainment Stage

Located in the heart of the Country Fair, this free attraction will feature great family programming, including local tribute acts Nearly Neil (Bobby Bruce), Abba Cadabra and Luisa Marshal as Tina Turner.

Kid's Magic Stage

Located in the Kid's Zone of the midway, this venue will feature family entertainers, such as Ray Medway and Bobby Loonie.

Custom Car and Hot Rod Show

New for 2007, the 2nd Annual Cloverdale Rodeo and Country Fair Custom Car and Hot Rod event will feature 24 of BC's top restored hot rod vehicles. With a combined value exceeding one million dollars, these vehicles are sure to be huge crowd pleasers. Located in the Coverall Building, the show features cars that will fulfill every automotive dream, including:

- 1927 Ford Roaster
- 1932 Buick
- 1941 Willy's Gasser Coupe
- 1950 Ford Mercury Coupe
- 1955 Chevy Bel Air
- 1965 Chevy Station Wagon

4H and Animal Displays

One of the most popular aspects of the 119-year-old Country Fair is the educational displays that feature 4H projects and animals. Located in the Ice Rink complex, this popular area includes cow milking demonstrations and informational exhibits.

Saloons at the Rodeo*

One of the most famous country bars on the West Coast is undoubtedly the **Cloverdale Rodeo Longhorn Saloon**. Located in the Agriplex, the Longhorn features live country music, including performances by BlackWater and Ken McCoy.

Wild Cactus Saloon – The largest outdoor adult entertainment pavilion on-site, the Wild Cactus features the Bud Big Rig entertainment experience along with artists Side By Side and the Lorrie Jordan Band.

Stetson Bowl Stage – Located in the heart of the Stetson Bowl Rodeo Arena, the stage will anchor the NEW Bud Zone Beverage Garden with well-known country band Appaloosa playing one hour prior to and one hour after each and every rodeo performance.

**Patrons must be 19 years of age or older for entrance to all licensed beer gardens*

Largest Traveling Midway in BC at 2007 Country Fair

The Cloverdale Rodeo and Country Fair is thrilled to welcome British Columbia's largest traveling midway! For 2007 the West Coast Amusements Midway will feature over 30 stomach-turning, head-spinning rides for thrill seekers of all ages.

Midway Rides & Ticket Information:

Hours:

Friday	4:00pm - Midnight
Saturday	11:00am - Midnight
Sunday	11:00am - Midnight
Monday	11:00am - 8:00pm

Midway Ride Tickets:

Friday Wrist Band	\$19.00
All-Day Wrist Band	\$28.00
Single Ticket	\$ 1.00
Book of 20	\$18.00
Book of 40	\$35.00

Home Arts at the Country Fair

One of the great traditional exhibits that date back to the original Country Fair 119 years ago is the Home Arts and Country Life displays. Located in Shannon Hall, visitors to the 2007 Cloverdale Rodeo and Country Fair will be able to see old-style Country Fair competitions, including cooking, baking and canning competitions, knitting, quilting and hand-made arts and crafts exhibitions. The home arts area takes visitors back to a time when baking, canning and quilting were time-honoured traditions and family farms were the glue that bonded a community.

Prizes will be awarded in dozens of categories, ranging from the best-canned homemade jam to the best fruit loaf and apple pie.

61st Annual Pro-Rodeo Performances

For 61 years, the Cloverdale Rodeo has entertained hundreds of thousands of visitors from across the lower mainland, Canada and the world. Each year 500 of the top cowboy and cowgirl competitors have competed for pride and prize money. Known as one of the most popular events on the pro-rodeo circuit, the Cloverdale Rodeo is proud of the tradition of great sporting entertainment. Also, as part of the 2:00 pm rodeo performances, the youngest rodeo athletes will compete in **Mutton Bustin'**. During the 7:00 PM rodeo performances, guests will be able to enjoy the **West Coast Thunder Drill Team**.

Pro-Rodeo Times and Ticket Information

Rodeo Performance Times:

Friday, May 18th 7:30pm
Saturday, May 19th 2:00pm & 7:30pm
Sunday, May 20st 2:00pm & 7:30pm
Monday, May 21nd 2:00pm

Rodeo Admission:

Reserved Uncovered Seating \$15.00*
Reserved Covered Seating \$25.00* & \$20.00*
Family Pack \$60.00* & \$80.00*
(Save \$20.00 on 4 reserved covered seats for Saturday and Sunday night performances)
Wrangler Night (Friday night only) All seats \$15.00*
General Seating

**Prices do not include applicable taxes and service charges and are subject to change.*

Tickets are available at the gate and at all TicketMaster outlets. Charge by phone 604-280-4444 or online at www.ticketmaster.com.

The Cloverdale Rodeo and Country Fair is proud of its reputation of presenting great family entertainment. For further information on the 2007 Cloverdale Rodeo Country Fair, visit www.cloverdalerodeo.com.

-30-

Reference:

Laura Ballance
Cloverdale Rodeo and Country Fair
604-684-3170
604-771-5176 (cell)
laura@curvecommunications.com

Debra Walley
Cloverdale Rodeo and Country Fair
604-684-3170
604-727-2954 (cell)
deb@curvecommunications.com