



**MEDIA ACCREDITATION FORM:** This form must be submitted along with a letter from your editor, news director or producer confirming you are on assignment at the 2012 Cloverdale Rodeo and Country Fair. If you have been retained as a freelance writer or photographer, this form must be submitted with a letter from a recognized organization or publication on its masthead verifying that you have been retained to cover the event. Your news outlet must be relevant to the sports, community or daily newspaper, lifestyles, tourism, entertainment or related categories in order to be accredited. Please note: Accreditation will be given to reporters, writers, editors, videographers and photographers only. Company newsletters and other limited circulation publications are not eligible for media registration. Advertising, sales and marketing personnel are not considered working media and will not be provided with a media badge. Photographers shooting for personal stock footage or website images will not be accredited.

Media badges/photo vests will be available for pick up at the Media Centre (located behind the Stetson Bowl at Gate 2 off of 60A Avenue). **Identification will be required at time of pick-up.** To register on-site, you must bring the completed media registration form to the Media Centre, along with a copy of a press card from a recognized media outlet with current membership status. Third-party media cards will not be accepted. Non-credentialed companions of media representatives will not be given media access passes. Media badges DO NOT allow holders front-of-the-line or backstage entrance into the Longhorn Saloon or any on-site beer gardens.

Media Outlet: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

PCRA/CPRA membership numbers (if applicable): \_\_\_\_\_

NOTE: Media accredited as PRCA/CPRA members will be expected to show current membership cards upon registering at the Media Centre.

Which day will you be visiting the Cloverdale Rodeo and Country Fair?

- Friday, May 18: \_\_\_\_\_
- Saturday, May 19: \_\_\_\_\_
- Sunday, May 20: \_\_\_\_\_
- Monday, May 21: \_\_\_\_\_

Please submit Media Accreditation forms to Laura Ballance Media Group (LBMG) via  
**email: Jenny@LBMG.ca by fax to #(604) 638-0412**