



POPULAR CLOVERDALE RODEO LAUNCHES NEW RODEO AND CELEBRATES 119TH COUNTRY FAIR IN 2008

For Immediate Release – March 1, 2008

Surrey, British Columbia – The Cloverdale Rodeo and Country Fair is gearing up for its 62nd annual event at the Cloverdale Rodeo and Exhibition Fairgrounds. This year's May long weekend will see the grounds buzzing with rodeo action, family events and exciting live entertainment.

Now the second richest Pro Rodeo in the country, The Cloverdale Rodeo promises a weekend full of entertainment and action as the top ranked pro rodeo cowboys and cowgirls in the world descend on the Stetson Bowl in Cloverdale. The new invitational rodeo format ensures the world's best will be on hand to compete in Saddle Bronc, Bareback & Bull Riding and Ladies Barrel Racing, making this pro rodeo action the best that Cloverdale has ever seen.

Along with the four-day rodeo event, the Country Fair component of the weekend's festivities offers endless hours of family fun. In its 119th year, the Cloverdale Country Fair is a celebration of Country Heritage and Western Tradition and boasts hundreds of free-with-admission, exhibits, arts and crafts competitions, horticultural displays as well as British Columbia's largest traveling midway.

For the third year in a row, The Cloverdale Rodeo and Country Fair is committed to supporting breast cancer awareness and research through its "Are you Tough Enough to Wear Pink" fund raising campaign. Once again, Cloverdale will partner with the Crystal Gala Foundation and Wrangler Jeans to encourage rodeo contestants & fans, City of Surrey businesses, corporate sponsors, media partners, event staff & volunteers to proudly wear pink in support of those whose lives have been affected by breast cancer. Since starting the campaign in 2006, the event has raised and donated a total of \$8,900.00 to the Crystal Gala Foundation, a Fraser Valley Breast Cancer Foundation. The "Are you Tough Enough to Wear Pink" rodeo performance & fund raiser is Friday, May 16th at 7:30 pm.

Event: Cloverdale Rodeo and Country Fair

Date(s): Friday, May 16 -19, 2008

Venue: Cloverdale Rodeo and Exhibition Fairgrounds

Tickets: **Ground Admission:**

\$10.00 (children 7 and under FREE)

Rodeo Performance Tickets (Friday, Saturday & Sunday performances):

General Reserved - \$20.00

Preferred Reserved - \$25.00

Reserved Uncovered - \$15.00

Family Pack - \$60.00 and \$80.00

(SAVE \$20.00 on 4 reserved covered seats for Friday and Saturday evening rodeo performances)

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"CLOVERDALE RODEO AND COUNTRY FAIR READY TO KICK OFF 62ND ANNUAL EVENT..."

Rodeo Performance Tickets (Monday Rodeo Finals):

General Reserved -	\$20.00
Preferred Reserved -	\$30.00
Reserved Uncovered -	\$15.00

Pre-purchase your Rodeo Tickets through Ticketmaster & get FREE Country Fair admission.

For further information on the Cloverdale Rodeo and Country Fair visit:

www.cloverdalerodeo.com.

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