



CLOVERDALE CELEBRATES 60 YEARS OF ENTERTAINMENT!

For Immediate Release

Surrey, B.C.: The 2006 Cloverdale Rodeo is celebrating 60 years of great pro-rodeo events and the 117th year of the Country Fair! The Cloverdale Rodeo and Country Fair is a four-day festival that offers something for everyone in the family. 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.

YOUR GUIDE TO ALL FOUR DAYS OF ACTION

The Cloverdale Bed Races, Thursday, May 18th 6:00pm

The Cloverdale Bed Races started in 1977 as a quirky publicity stunt signaling the start of the annual Cloverdale Rodeo and Country Fair, and 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 just as quirky as the race itself. The winners of the men's race receive the coveted Bed Pan trophy, the women's division compete for the Chamber Pot and the media winners get the Stone Pig. There are also prizes for the best-dressed!

Tough Enough To Wear Pink, Friday May 19th 7:00 PM *NEW

As a special part of the Friday, May 19th 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 and volunteers will proudly wear pink in support of those whose lives have been affected by breast cancer. Rodeo tickets for this performance are only \$15.00 (general admission seating).

As a special promotion, receive a free May 19th rodeo performance ticket when you purchase a Wrangler product at participating lower mainland Marks Work Wear House, Country West Supply, and Stampede Tack & Western Wear stores.

Cloverdale Rodeo and Country Fair Parade 10:00am Saturday May 20th

Kids of all ages love a parade, and one of the largest and most popular in B.C., the annual Cloverdale Rodeo and Country Fair Parade, 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 Rodeo Chairman, Mr. Will Senger.

60 Years Of History *NEW

As a special tribute showcasing the history and tradition of the Cloverdale Rodeo, the Cloverdale Rodeo and Exhibition Association, in partnership with the City of Surrey Museum and Archives, is proud to present a one-time only display that takes visitors through the history of the Cloverdale Rodeo. Located in the Show Barn, this nostalgic display features 60 years of memories and memorabilia about one of British Columbia's most popular events – the Cloverdale Rodeo. Take a walk down memory lane.

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

Family Entertainment Stage *NEW

Located in the heart of the Country Fair, this new free attraction will feature great family programming including a brand new talent competition, live bands, and the extremely popular children's entertainer Mike Batti throughout the weekend. As a special feature, on Monday, May 22nd there will be two all-star tribute acts - Steel Wheels (Rolling Stones tribute) and Highway Star (Deep Purple tribute).

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

Custom Car and Hot Rod Show *NEW

New for 2006, the 1st Annual Cloverdale Rodeo and Country Fair Custom Car and Hot Rod event will feature 25 of BC's top restored hot rod vehicles. With a combined value topping one million dollars, these vehicles are sure to be huge crowd pleasers. Located in the Coverall Building, the show features cars to fulfill automotive dreams, including:

- 1928 Ford Touring car
- 1947 Ford 2-door
- 1965 Chevrolet Impala
- 1967 Acadian
- 1937 Buick
- Several classic muscle cars

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

BMX Flow Show * NEW

Experience some of the most death-defying feats of gravity in the world! Watch Dangerous Dan Cowan and his highly talented riders take on moves like "the roller coaster" and the "discombobulator". Having performed their spectacular stunts for more than two million people in over 1,000 shows, the Flow Show is arguably the most extravagant, unique North Shore-style BMX showcase on the planet!

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

4H and Animal Displays

One of the most popular parts of the 117-year-old Country Fair is the educational displays featuring 4H projects and animals. Located in the Ice Rink complex, this popular area includes cow milking demonstrations and informational exhibits.

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

Garden Competition

The 4th Annual Cloverdale Rodeo and Country Fair Garden Competition will include the largest horticultural display in the 117-year history of the Country Fair. Featuring a wide range of displays from begonias to bonsais, this event includes clubs from across the Lower Mainland and Fraser Valley. Located inside and outside the Alice McKay Building.

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

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 Appaloosa, Ken McCoy, and Sharon Parker and Wild Card. The 2006 Rodeo will also feature an exciting 60th Anniversary party on Thursday, May 18th, featuring Johnny Reid with special guest Amber Nicholson. Get in early so you don't miss out on the fun!

Outdoors, look for the **Wild Cactus Saloon**, a fun licensed beer garden also featuring live music by Longrun and Battle Creek.

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

Largest Traveling Midway in BC at 2006 Country Fair

The Cloverdale Rodeo and Country Fair is thrilled to welcome British Columbia's largest traveling midway! For 2006 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 going back to the original Country Fair 117 years ago is the Home Arts and Country Life displays. Located in Shannon Hall, visitors to the 2006 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.

**FREE with gate admission at the 2006 Cloverdale Rodeo and Country Fair*

60th Annual Pro-Rodeo Performances

For 60 years, the Cloverdale Rodeo has entertained tens 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. In celebration of its 60th Anniversary, the

Cloverdale Rodeo and Exhibition Association is welcoming longtime enthusiasts and new guests to enjoy great pro rodeo action. 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 **Real West Riders Drill Team**.

Rodeo Performance Times:

Friday, May 19th 7:30pm
Saturday, May 20th 2:00pm & 7:30pm
Sunday, May 21st 2:00pm & 7:30pm
Monday, May 22nd 2:00pm

Rodeo Admission:

Reserved Uncovered Seating \$15.00*
Reserved Covered Seating \$25.00* & \$20.00*
Bud Zone Licensed Area \$15.00*
Uncovered General Seating
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 60th Annual Cloverdale Rodeo and 117th Annual 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