



MEDIA RELEASE

CLOVERDALE RODEO ANNOUNCES MAJOR CHANGES TO EVENT PROGRAMMING

For Immediate Release – May 22, 2007

Surrey, British Columbia: The Cloverdale Rodeo and Exhibition Association today announces plans to make significant changes to its event for the 2008 Cloverdale Rodeo and Country Fair, slated for May 16 to 19, 2008.

Effective immediately, the annual Cloverdale Rodeo will no longer include tie-down roping, team roping, cowboy cow milking and steer wrestling as part of its rodeo program.

“Over the last 61 years, the Cloverdale Rodeo has been known as one of the top rodeo events in North America,” says Association President Gerry Spielmacher. “This decision, reached after significant discussion, reflects the feedback we’ve received from thousands of rodeo fans who attend our event here in Cloverdale. Further, we feel this decision needs to be made at this time due to an unfortunate incident, which occurred at our Saturday afternoon rodeo performance, resulting in an animal being euthanized,” added Spielmacher.

The Association is currently in discussions with its governing body, the Canadian Pro Rodeo Association (CPRA) regarding the continuation in some form of its longtime affiliation with the organization.

Numerous attempts by the Cloverdale Rodeo to lobby its rodeo sanctioning body to change event rules to further protect the animal athletes against injury in the events in question have not been successful, ultimately resulting in this decision by the Cloverdale Rodeo to eliminate those events altogether.

“The Cloverdale Rodeo Association values its relationship with the CPRA, and therefore this decision was extremely difficult for us, but we felt we no longer had any choice,” says Spielmacher.

The Rodeo Association will announce 2008 rodeo programming details in the coming months.

-more-

About the Cloverdale Rodeo:

The Cloverdale Rodeo and Exhibition Association is a non-profit association that operates the popular annual Rodeo and Country Fair each May long weekend. The 61-year-old rodeo event, the fifth largest pro rodeo in Canada and a top pro rodeo in North America, draws in excess of 500 of the top cowboys and cowgirls from around the world to compete. Each year over 20,000 spectators take in the rodeo performances.

The 119-year-old Country Fair is a celebration of western lifestyle with traditional exhibits, arts and crafts competitions, horticultural displays, British Columbia’s largest traveling midway and hundreds of free with admission family events, shows and attractions. Over 70,000 guests enjoy the Country Fair annually.

The Cloverdale Rodeo and Exhibition Association is also responsible for the day-to-day operations of the Cloverdale Fairgrounds. The economic impact to the lower mainland of the Cloverdale Rodeo and Country Fair is estimated to be in excess of 10 million dollars annually.

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

www.cloverdalerodeo.com.

-30-

Reference:

Laura Ballance
Media Relations
Cloverdale Rodeo Association
604-684-3170 ex. 1
604-771-5176 (cell)
laura@curvecommunications.com