

Welcome rodeo fans to the "Wildest, Richest Rodeo in the West!" June 18-27, 2009

Reno Rodeo is now a 10-day event in its 90th year and is a PRCA (Professional Rodeo Cowboys Association) sanctioned sporting event. Reno Rodeo is a non-profit organization made up over 350 volunteers. Over 120,000 fans will be in attendance for the 4th richest PRCA tour rodeo. The event impacts the Reno/Sparks area economy with \$40 million going to hotels, casinos, restaurants and retail. The Reno Rodeo has been nationally televised on CBS Sports, Fox Sports Net, Versus, ESPN, ESPN2 and ESPN Classic.

The Reno Rodeo is a not-for-profit organization. In 1986 the Reno Rodeo established the Reno Rodeo Foundation as the giving arm of the Reno Rodeo and have since donated over \$5.1 million to educational scholarships, special children's charities, high school rodeo programs, literacy programs, Marvin Picollo School Therapeutic Equestrian program and the Kids Kampus Activity Center located at the Kids Kottage. The Reno Rodeo Foundation also receives proceeds from the "Rodeo State" license plate sales through Nevada DMV and Rhythm and Rawhide concert with Reno Philharmonic. This past year the Reno Rodeo Foundation donated over \$400,000 back to our community. Tickets are available at www.renorodeo.com or call 1-800-225-2277. Tickets range in price from \$10 - \$23 based on seating and performance date.

For more information please call 775-329-3877. The Reno Livestock Events Center is located at 1350 N. Wells Ave., Reno, Nevada, 89512.