



## Kentucky Tourism, Arts and Heritage Cabinet Kentucky Exposition Center

For Immediate Release

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### The Southeastern Rodeo Association's Black Rodeo Rides into Freedom Hall

**LOUISVILLE, Ky (July 5, 2016)** — The Southeastern Rodeo Association's Black Rodeo will be at Freedom Hall at the Kentucky Exposition Center Saturday on July 9 at 7:30 p.m.

The family-friendly event will feature professional cowboys competing for prize money in categories that include bull riding, steer wrestling, bareback riding, calf roping and barrel racing. Cowgirls will also take the ring to perform steer un-decorating, a modified version of steer wrestling, and kids will participate in barrel racing.

The Southeastern Rodeo Association is dedicated to keeping the cowboy way of life alive. It is committed to honoring African-American cowboys and their role in helping tame the Old West, where they made up 25 percent of the cowboy population.

Advanced tickets are \$30.50 for adults and \$20.50 for children ages 2-12. All tickets are \$32 the day of the show. Groups of 20 or more receive \$3 off adult admission through July 6. Parking at the Kentucky Exposition Center is \$8 per car, \$20 per bus.

Tickets can be purchased at the Kentucky Exposition Center and Kentucky International Convention Center Ticket Offices and all Ticketmaster outlets. Charge by phone at 1-800-745-3000 or purchase online at [www.ticketmaster.com](http://www.ticketmaster.com).

To learn more about the Southeastern Rodeo Association, visit [www.serodeo.com](http://www.serodeo.com).

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*One of the 10 largest facilities of its kind in the U.S., the [Kentucky Exposition Center](http://www.kyexpo.org) (KEC) features 1.2 million square feet of contiguous exhibit space, including Freedom Hall, an indoor arena that seats more than 19,000 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates a wide range of events year round. KEC is the permanent home of the Kentucky State Fair, National Farm Machinery Show, Eddie Ford Kentucky Hoopfest and North American International Livestock Exposition. For more information, go to [www.kyexpo.org](http://www.kyexpo.org).*

*Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, KEC is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle and \$20 per bus.*