



## Kentucky Tourism, Arts and Heritage Cabinet North American International Livestock Exposition

FOR IMMEDIATE RELEASE

Contact: Amanda Storment  
502-367-5180  
[astorment@ksfb.ky.gov](mailto:astorment@ksfb.ky.gov)

### North American Championship Rodeo Rides into Freedom Hall

**LOUISVILLE, Ky.** (November 3, 2016) — The North American Championship Rodeo comes to Freedom Hall at the Kentucky Exposition Center November 10-12 for the Great Lakes Circuit Rodeo finals.

Held during the North American International Livestock Expo, rodeo contestants vie for over \$80,000 in prizes and the title of Regional Champion. Winners will go on to the RAM National Circuit Finals Rodeo in Kissimmee, Florida, for the Pro Rodeo Cowboys Association.

During the North American Championship Rodeo, top cowboys and cowgirls from Kentucky, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin will compete in a number of events, including:

- Bareback riding
- Bull riding
- Saddle bronc riding
- Steer wrestling
- Team roping
- Women's barrel racing
- Rodeo clowns

The rodeo will feature special promotions on Friday and Saturday:

- Friday, November 11: Tough Enough to Wear Pink, fans and contestants are encouraged to wear pink and show their support for the fight against breast cancer, a portion of proceeds will be donated to Horses for Hope.
- Saturday, November 12: Kid's Cowboy Hat Night, the first 500 children in the lobby after 6 p.m. will receive a free straw cowboy hat.

The show begins at 7:30 p.m. each evening. Admission ticket prices vary:

- Thursday, November 10  
\$25, adults \$5, children (ages 2-12)
- Friday, November 11  
\$30, adults \$10, children (ages 2-12)
- Saturday, November 12  
\$32, adults \$10, children (ages 2-12)

Tickets are available at the Kentucky Exposition Center Ticket Office and all Ticketmaster outlets. Charge by phone at 1-800-745-3000 or purchase online at [www.ticketmaster.com](http://www.ticketmaster.com). Parking at the Kentucky Exposition Center is \$8 per vehicle.

For more information, visit [www.livestockexpo.org](http://www.livestockexpo.org).

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Owned and produced by the Kentucky State Fair Board, the [North American International Livestock Exposition](#) is the world's largest purebred livestock show. Held at the Kentucky Exposition Center in Louisville, the event generates \$8 million in economic impact annually.

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center 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.