



FOR IMMEDIATE RELEASE

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NORTH AMERICAN CHAMPIONSHIP RODEO **STAMPEDES INTO FREEDOM HALL**

LOUISVILLE, KY (November 5, 2015) - Some serious dirt will fly in Freedom Hall when the top cowboys and cowgirls from the Great Lakes Circuit Rodeo compete in the 37th annual North American Championship Rodeo on Nov. 12 - 14 at 7:30 p.m. The stakes are high as the title of regional champion and \$80,000 in prize money is on the line. Events include bareback riding, saddle bronc riding, barrel racing, team roping, steer wrestling and bull riding.

Held during the North American International Livestock Exposition, this is an opportunity to see displays of speed, skill and determination from riders as they matchup against world-class animals in a test of wills. The top 12 contestants from the Great Lakes Circuit, comprised of Kentucky, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin, advance to the finals in Louisville and vie for the championship. Winners will earn an invitation to the RAM National Circuit Finals Rodeo in Kissimmee, FL.

November 13 is "Tough Enough to Wear Pink" night at the rodeo. Fans and participants are encouraged to wear pink to show their support for breast cancer awareness. A portion of the proceeds from Friday night's rodeo will be donated to Horses and Hope, a breast cancer initiative designed to provide awareness, educations and promote early detection.

November 14 is finals night at the rodeo and "Kid's Cowboy Hat Night." The first 500 children in the lobby of Freedom Hall after 6:00 p.m. receive a free straw cowboy hat.

Tickets for the North American Championship Rodeo are on sale at the Kentucky Exposition Center and Kentucky International Convention Center Ticket Offices and all Ticketmaster outlets. Ticket prices are as follows: November 12, adult admission \$25 and children \$5 (aged 2-12); November 13, adult admission \$30 and children \$10 (aged 2-12); and November 14, adult admission \$32 and children \$10 (aged 2-12).

Tickets may be purchased by phone at 1-800-745-3000, or online at www.ticketmaster.com.

For more information, visit www.livestockexpo.org/Rodeo-Homepage.html

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ABOUT THE NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION

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 attracts more than 200,000 livestock producers and visitors each year, contributing \$16 million in economic impact annually.