



**CONTACT**  
Melinda Moss  
254-776-1660  
[melinda@hotfair.com](mailto:melinda@hotfair.com)

## FOR IMMEDIATE RELEASE

---

### PRESS RELEASE

## 2012 MISS HEART O' TEXAS FAIR & RODEO ANNOUNCED

**Waco, TX (February 16, 2012)** – Qualified Heart O' Texas Fair & Rodeo Sweethearts competed in the contest for Miss Heart O' Texas Fair & Rodeo. The competition was held Wednesday, February 15, 2012 and the winner was announced that same night. Kendall Taylor was crowned the 2012 Miss Heart O' Texas Fair & Rodeo. Kendall is a Junior at Vanguard Preparatory School and has been a Sweetheart serving as an ambassador for the Heart O' Texas Fair & Rodeo. Lauren Walker was named first runner-up.

Kendall is the daughter of Craig and Charla Taylor of Valley Mills, TX. Kendall participates in cheerleading, volleyball, FFA and Leo Club at Valley Mills High School. She also volunteers at the Waco Family Abuse Center and Stars of Hope at Ft. Hood. She currently attends Vanguard Preparatory School where she is a member of the Vanguard Club.

Seven young ladies competed for the title of Miss Heart O' Texas Fair & Rodeo. Each contestant had at least 100 hours of volunteer service in the community, sold a minimum of \$500 in pre-sale Fair & Rodeo tickets, participated in an interview process with five judges and gave a short speech to the judges and audience.

In addition to being named the 2012 Miss Heart O' Texas Fair & Rodeo, Kendall Taylor will receive a \$1,000 scholarship and other prizes. She will make appearances in parades, schools, rodeos and be the hostess of the Heart O' Texas Fair & Rodeo scheduled for October 4-13.

The primary purpose of the Sweetheart Program is to promote, support and represent the Heart O' Texas Fair & Rodeo. This goal is accomplished by selling discounted Fair & Rodeo tickets and/or sponsorships, serving as public relations ambassadors for the Fair & Rodeo and volunteering 100 hours of community service. Sweethearts assist the Fair & Rodeo by distributing rodeo programs, presenting awards for numerous events such as the Livestock Show, various contests, Mutton Bustin' and more. Year-round duties include representing the Fair & Rodeo at parades, festivals, events and fundraisers/benefits in the Waco-McLennan County area.

The goal of the Extraco Events Center, home of the Heart O' Texas Fair & Rodeo, is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Extraco Events Center in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 203,000 in attendance in 2011. The 2012 Heart O' Texas Fair & Rodeo will be held October 4-13. For more information about the Extraco Events Center, visit [ExtracoEventsCenter.com](http://ExtracoEventsCenter.com).

###

**Heart O' Texas Fair & Rodeo • 4601 Bosque Blvd. • Waco, TX 76710**  
**254-776-1660 • Fax: 254-776-1667**  
[www.hotfair.com](http://www.hotfair.com)