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FOR IMMEDIATE RELEASE

PRESS RELEASE

RAM TEXAS CIRCUIT FINALS RODEO RETURNS TO WACO

Waco, TX (November 21, 2011) – Don't miss all the rodeo action as the best cowboys and cowgirls from the state of Texas compete for top honors at the Ram Texas Circuit Finals Rodeo presented by Pendleton Whisky.

The rodeo will be held January 6-7, 2012 at the Extraco Events Center. This rodeo continues in the tradition of calling Waco its home as the Extraco Events Center hosts this great event. The rodeo action will start on Friday, January 6th at 7:30 p.m. followed by 2 performances on Saturday, January 7th with one beginning at 1:00 p.m. and the second beginning at 7:30 p.m. This rodeo will include seven rodeo events and Mutton Bustin'.

PRCA's Circuit System consists of 12 geographic regions. Each PRCA contestant in the United States chooses a home circuit at the beginning of the year and competes for points throughout the year. Each circuit's top contestants in each event qualify for that circuit's final rodeo at the end of the season.

To experience the best rodeo action in Texas, come out and see the Ram Texas Circuit Finals Rodeo on January 6-7, 2012. Tickets will go on sale Monday, December 5th at the Extraco Events Center Ticket Office and can be purchased by calling 254-776-1660 or online at www.ticketmaster.com.

You'll want to get geared up for the rodeo in style by attending the "Rustics & Rhinestones" Ladies Luncheon & Style Show. Back by popular demand, the Style Show will be held on Saturday, January 7th after the 1:00 p.m. rodeo performance in the Extraco Creative Arts Building. You'll see some of the hottest new looks for both men and women, modeled by the PRCA cowboys and cowgirls. The Style Show includes dinner catered by Carino's Italian Restaurant, door prizes, gift bags and much more! Tickets are \$25 each. For more information about the Style Show, contact Vicki Hobbs at vicki@hotfair.com or 254-776-1660.

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.

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