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**FOR IMMEDIATE RELEASE**

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## **The Star of Texas Fair & Rodeo Rides Into Austin March 12-26 at the Travis County Expo Center**

**AUSTIN, TEXAS** – The Star of Texas Fair & Rodeo brings its annual event, Rodeo Austin, to the Travis County Expo Center March 12-26, 2005, featuring the best professional rodeo has to offer, great music and fun for the whole family

Highlights include professional rodeo events sanctioned by the Professional Rodeo Cowboy Association (PRCA) that include bareback riding, steer wrestling, saddle bronc riding, tie-down roping, barrel racing, team roping and bull riding. Kids events include the *Calf Scramble* – youngsters attempt to properly catch, halter, and coax a calf across the finish line (sometimes with the help of a rodeo clown); and *Mutton Bustin'* – children between the ages of five and seven come busting out of the chute on wooly sheep, excited about their six seconds of fame.

There are also rodeo clowns and the renowned Carnival with great food, games, rides and plenty of promotions for family fun. Buy an *Unlimited Ride Wristband* for \$20 and ride all day long. Or, get a *Spring Break Pass* for \$10 during the week of March 14-18 and get unlimited use of the carnival rides from 11 a.m.-5 p.m.

### **Breakfast First!**

This year's Rodeo kicks off with the famed *Cowboy Breakfast*, scheduled from 6:00 am to 9:00 am on Friday March 11, 2005 on Auditorium Shores in downtown Austin. This free party jumpstarts the 68th Annual Star of Texas Fair and Rodeo! Voted the "Best Place to Rustle Up Some Grub" in Austin Chronicle's 2001 Best of Austin poll, the breakfast features authentic chuckwagon cooking by renowned chef Tom Perini. One of the signature events of the Star of Texas Fair and Rodeo, attendees can feast on such classic Western fare as Cowboy coffee, sausage, donuts, pigs in a blanket, steak sandwiches, breakfast tacos, hot pancakes, milk, orange juice, flaky biscuits and country gravy.

### **Run for the Rodeo!**

On Saturday, March 12 at 8 a.m., the Rodeo hosts the 6<sup>th</sup> Annual *5K Sunrise Stampede* at the Star of Texas Fair and Rodeo fairgrounds. The Kids *Rodeo Rumble* will follow at 9:30 a.m. It's a great opportunity to get the inside scoop on Rodeo Austin 2005 with free parking and fairgrounds gate admission prior to 9:30 a.m. the day of the race. Prizes are awarded to the overall top three male and female finishers, and the top male and female master winner. And, each registered participant of the Sunrise Stampede or the Rodeo Rumble will receive a great t-shirt and a \$25 gift certificate to RunTex. Register online at [www.RunTex.com](http://www.RunTex.com). Also on Saturday, the Rodeo will feature a silent auction for the Youth Western Art Show in the Founder's Club, as well as the Miss Rodeo Austin contest.

### **Music That Fits Austin**

Besides the best in professional rodeo, Rodeo Austin 2005 features the variety and great music visitors have come to expect from Austin. Established acts in country, pop, rock and alternative genres perform for most evenings of the two-week Rodeo Austin event, including Cross Canadian Ragweed (3/12); The Charlie Daniels Band (3/13); Maroon 5 (3/15); Dierks Bentley (3/16); Gary Allan (3/17); 38 Special (3/18); Brad Paisley (3/19 – two shows); Grupo Pesado (3/20) Clay Walker (3/22); Nelly (3/23); Kevin Fowler (3/24); Terri Clark (3/25); and Joe Nichols (3/26). Purchase tickets now by calling 512/477-6060.

### **"Promoting Youth Education – Preserving Western Heritage"**

That's the Rodeo's motto, and it's part of everything we do. The Star of Texas Fair and Rodeo Scholarship Program is open to students from 120 counties within Texas. In 2004, the Star of Texas organization awarded \$1.3 million in scholarships and auction proceeds to the youth of Texas through its events. The organization's primary event is *Rodeo Austin*, held each March at the Travis County Expo Center. Star of Texas Fair & Rodeo also hosts associated events to raise money for Texas youth throughout the year, including the popular *Rodeo Austin Gala*. Over the last 20 years, the Star of Texas Fair and Rodeo has awarded more than \$18 million to Texas students, serving its mission – *Promoting Youth Education, Preserving Western Heritage*. For more information visit <http://www.rodeoaustin.com>, or call 512/919-3000.

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