

# News Release

## Rooftop Rodeo Goes to College

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FOR IMMEDIATE RELEASE:

OK, so the Rooftop is not really going to college but we did get promoted. Since the Rooftop first attained professional status by joining the Professional Rodeo Cowboys Association (PRCA) it has been in the small rodeo category. This category is for professional rodeos whose committees add \$3,000.00 or less per event to be combined with competitor entry fees to make the total purse for which the cowboys are competing. This year of the 474 professional rodeos in America, 298 are in the small category. It is worthy of note that in 5 of the last 8 years the Rooftop has been voted as the Best Small Rodeo in America.

Yes, we got promoted-from small rodeo to medium size rodeo. The medium size category is defined as all professional rodeos who have added committee money of \$3,001 – \$9,999 (131 total rodeos). The Rooftop, this year added \$3,370 per event. This is a good thing because in the rodeo business, the Rooftop already has the reputation of being a really big rodeo that just happens to be in one of the best small towns in America. What does this really mean for the Rooftop? We already have a reputation among cowboy and cowgirl athletes for being the “go to rodeo” for great hospitality, genuine hometown friendliness, a phenomenal rodeo setting, great facilities, and topnotch rodeo stock. Unfortunately, at just over \$3,000 added money, we are now at the very bottom of the medium rodeo pay scale. Gradually, over the next few years, as we continue to grow, we will be able to add to the money pile but this year we may have a rough time in the voting just because we are the new guys on the block. However, there are many of us who are thinking that “who we are” will win out over “how much we pay”. All votes will be counted and winners announced at the National Finals Rodeo in Las Vegas this November 30, 2011. Keep your fingers crossed. My bet is on our winning the Best Medium Rodeo in America, first time out of the chute ☺

Keep the wind to your back and a smile on your face. Howell

The 2012 Rooftop Rodeo will be held in Estes Park next July 10-15.

For more information, call the Estes Park Fairgrounds and Rodeo Office at 970-586-6104 or visit the Rooftop webpage at [www.RooftopRodeo.com](http://www.RooftopRodeo.com)