

SANTA BARBARA OLD SPANISH DAYS FIESTA STOCK HORSE SHOW AND RODEO

FOR IMMEDIATE RELEASE
July 5, 2010

CONTACT: Davia Montoya, 805-588-4793

2010 Fiesta PBR Touring Pro Division Event

Our Professional Bull Riding event Thursday evening August 5th at 7:45 PM will showcase 40 of the top bull riders in the country including three of the following men:

1. Chris Shivers, 2X World Champion and 10X World Finals Qualifier
2. Guilherme Marchi, 2008 World Champion and 2005 World Finals Winner
3. Robson Palermo, 2008 PBR World Finals Event Winner

OUR BULLS this year will be provided by the 'legendary' Don Kish of Kish Bucking Bulls. He owns some of the top ranked bulls in the country.

TICKETS FOR THE PBR can be purchased at Jedlicka's 2605 De La Vina in Santa Barbara, by calling 805-687-0747 or visiting SBFIESTARODEO.COM. Tickets are \$80 and \$65 for box seats and \$45 for general admission seating for the Thursday August 5th event.

2010 FIESTA STOCK HORSE SHOW & RODEO

Our Stock Horse Show and Rodeo includes a PRCA Rodeo Friday and Saturday August 6th and 7th at 7:30 PM and Sunday August 8th at 1:30 PM.

RODEO TICKETS for Friday and Saturday are \$25 and \$20 for box seats and general admission is \$15 for adults and \$10 for children 11&under. Sunday box seats are \$20 and \$16 and general admission is \$12 for adults and \$8 for children 11&under. Tickets can be purchased at Jedlicka's 2605 De La Vina in Santa Barbara, by calling 805-687-0747 or visiting SBFIESTARODEO.COM.

TALKING POINTS

- The Stock Horse Show and Rodeo is a unique event to the tri county area with deep seeded tradition and family history. We are one of the original events when Fiesta was first conceived and started in 1924.
- Our Honorary Vaquero is Jan Davis from San Luis Obispo County. Tradition is to rotate between Ventura, Santa Barbara, and San Luis Obispo counties each year. This is an honors program started in 1969 by Max Watkins with Vincente Ortega serving as our first Honorary Vaquero.
- Our PBR bulls this year will be provided by the 'legendary' Don Kish of Kish Bucking Bulls.
- There will be a Shark Cage set up in the middle of the arena for PBR. 2 GA tickets will be upgraded to the shark cage and the others will be used for media and sponsorship.
- New events for 2010 include Junior Girls and Boys Goat Tying on Friday
- Reining for the Sunday Horse Show will go first starting at 7 AM
- FREE EVENTS are offered to the public daily and feature some of the best of our tri-county horsemen, ladies, and kids. These events start at 8 AM Thursday, Friday, Saturday and Sunday

FOR MORE INFORMATION contact Davia Montoya at 805-588-4793 or davia.montoya@gmail.com, Josiah Jenkins at 805-687-0747, or visit our website at SBFIESTARODEO.COM