

Santa Barbara Old Spanish Days Stock Horse Show & Rodeo

FOR IMMEDIATE RELEASE

CONTACT: Davia Montoya
Rodeo Public Relations Chair
(805) 588-4793

July 5, 2010

TICKETS ON SALE FOR THE SANTA BARBARA FIESTA RODEO PROFESSIONAL BULL RIDERS TOURING PRO DIVISION EVENT

Santa Barbara, CA – The Santa Barbara Fiesta Rodeo again presents the Professional Bull Riders Touring Pro Division (PBR) on Thursday August 5th at 7:30pm. The Earl Warren Showgrounds Arena is the setting of the only pro bull riding event in Santa Barbara County.

This is a once in a lifetime opportunity for rodeo fans of all ages to witness the greatest riders in the world – and where every seat is up close and personal!

Six of today's top Pro Bull Riders are slated to appear, including:

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

Joining this group will be 37 more top-ranked bull riders and they will all compete to see who can ride a bull the longest for a purse of \$30,000. These riders will attempt to ride the nation's nastiest bulls in the toughest sport on dirt. The riding is guaranteed to be gut wrenching, non-stop edge-of-your-seat action.

Our honorary Vaquero is Jan Davis from San Luis Obispo County. Tradition is to rotate between Ventura, Santa Barbara and San Luis Obispo 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.

FREE EVENTS, we offer a number of events during the day FREE to the public featuring the best of our Tri-county horseman, ladies and kids starting at 8:00 AM Thursday, Friday, Saturday and Sunday.

Tickets are available by calling Ticketmaster at 805-583-8700 and online at www.sbfiestarodeo.com or www.ticketmaster.com, or at Jedlicka's Saddlery stores in Santa Barbara and Los Olivos. Reserved Box seats are \$80 & \$65 each. General Admission seats (1st come, 1st seated) are \$45 & \$30 each. For complete information on the Fiesta Stock Horse Show and Rodeo go online to SBFIESTARODEO.COM.

Attention Media Only - If you are interested in covering the Fiesta Rodeo and Professional Bull Riders Tour this July 31 - August 3, please contact Davia Montoya at the 805 588-4793 or via email at davia.montoya@gmail.com prior to the event in order to coordinate press passes.

On behalf of the Santa Barbara Old Spanish Days Stock Horse Show & Rodeo Board of Directors we welcome interest and involvement from the media to this very unique event. We are all volunteers and media help promoting this event is vital to its success.