



FOR IMMEDIATE RELEASE

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AKSARBEN STOCK SHOW & RODEO REDEFINES TRADITIONS FOR 2016

Omaha, Neb. (August 15, 2016) – The 89th annual AKSARBEN Stock Show & Rodeo will include exciting updates in 2016. The nation’s largest 4-H stock show will be complemented by educational and family events and the AKSARBEN tradition of Giving Back and Moving Forward.

Taking place September 22 to 25 at the CenturyLink Center in Omaha, events start Thursday with the opening of the 2016 AKSARBEN Stock Show in the convention center. The expanded AKSARBEN Ag Science Experience and Animal Zone features dozens of interactive educational exhibits for youth and families. New this year, replacing the parade, the AKSARBEN Heritage Festival will take place at CenturyLink north lawn Friday and Saturday, featuring music, BBQ and western-themed fun for all ages.

“AKSARBEN Foundation is committed to Giving Back to the community and Moving Forward Heartland prosperity. AKSARBEN Stock Show & Rodeo’s commitment to youth and family education ensures future generations understand Agriculture’s impact on our Heartland economy and community” said Jon Burt, AKSARBEN Foundation President. “Every year thousands of people look forward to this weekend, and the members of the Knights of AKSARBEN, our sponsors and volunteers are incredibly proud to make it possible.”

Proceeds from the AKSARBEN Stock Show & Rodeo benefit scholarships, premiums and awards for Heartland youth. For sponsorship or volunteer opportunities, call (402) 554-9600 or visit aksarbenstockshow.com.

GIVING BACK. MOVING FORWARD.



AKSARBEN Stock Show (Sept. 22– 25)

Kicking off events on Thursday, the AKSARBEN Stock Show is the nation's largest 4-H stock show, drawing 1,200 exhibitors and their animals from a 10-state region to Omaha. Another 700 youth attend annually to participate in National Livestock Judging and 4-H Quiz Bowl competitions. The AKSARBEN Stock Show culminates Sunday with the AKSARBEN Purple Ribbon Auction, which raises more than \$250,000 annually to fund AKSARBEN 4-H Scholarships, premiums and awards.

Admission to the AKSARBEN Stock Show is free to the public. For more information about the AKSARBEN Stock Show, please visit aksarbenstockshow.com.

Ag Education & Career Exploration (Sept. 23 – 24)

One in four jobs in Nebraska and western Iowa are directly tied to agriculture. The AKSARBEN Stock Show gives visitors numerous opportunities to learn more about the Heartland's agriculture landscape of food, fiber and fuel production.

Educational opportunities include the Animal Zone, Ag STEM (Science, Technology, Engineering and Mathematics) exhibits, a mobile meat lab and the College Fair & Career Exploration area staffed by representatives from the Heartland's top agricultural colleges and employers.

The AKSARBEN Stock Show also partners with Douglas County Extension and the Nebraska Department of Agriculture's annual Nebraska Agricultural Youth Institute (NAYI) to create special exploration opportunities. For 2016 more than 2,000 third and fourth graders will participate in educational programs and school tours led by extension, and commodity group experts. Another 500 high school students will visit with representatives from agricultural universities and colleges as well as some of the major agricultural employers in the Heartland at the AKASARBEN Stock Show as part of their NAYI-Omaha experience.

All educational areas are free to the public and located inside CenturyLink Center. For more information about ag education, school tours or NAYI-Omaha, please visit aksarbenstockshow.com.

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AKSARBEN Foundation Presents CINCH World's Toughest Rodeo (Sept. 23-24)

Friday and Saturday night at the CenturyLink Center will feature top ranked cowboys and cowgirls at the CINCH World's Toughest Rodeo. Championship rodeo competition will combine world class entertainment acts for an evening of family entertainment.

Each night a champion will be crowned in bull, saddle bronc and bareback riding as well as barrel racing competitions. The show also features humorous and exciting specialty performers including Whiplash the Cowboy Monkey and 11 time rodeo entertainer of the year, John Payne, "The One Arm Bandit". Crowd favorite Mutton Bustin will also return for youngsters to live their cowboy dreams. Before the main event ticket holders can also take in the family friendly pre-show for a chance to meet cowboys and rodeo clowns, enjoy pony rides, sit on Midnight the live bull, and take a behind-the-chutes tour.

Rodeo tickets are available now through Ticketmaster and the CenturyLink Center box office. For more information about CINCH World's Toughest Rodeo, please visit WTRodeo.com.

AKSARBEN Heritage Festival (Sept. 23-24)

The tradition of community celebration in conjunction with the AKSARBEN Stock Show & Rodeo continues in 2016 with the AKSARBEN Heritage Festival. Located on the north lawn of the CenturyLink Center, the AKSARBEN Heritage Festival is free to the public and will run Friday and Saturday with attractions and activities for all ages.

The festival will feature Western merchandise vendors, youth attractions, BBQ and beer garden. Entertainment from the region's top bands kicks the celebration up a notch before each rodeo performance. Lincoln-based 80's rock cover band AM/FM takes the stage Friday, while Omaha-based band Breakaway keeps the action going Saturday, playing a range of top 40, classic rock, country and folk favorites.

Saturday's slate of family events kicks off with a 4-H flapjack breakfast, open to the public. Flapjack breakfast tickets can be purchased onsite. Agriculture-related attractions include an antique tractor display and a performance from Greg Peterson of the popular Peterson Farm Brothers Youtube channel. Saturday will also include a number of attractions for children, including face painting, inflatables and multicultural dance demonstrations.

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For more information about the AKSARBEN Heritage Festival, please visit aksarbenstockshow.com.

AKSARBEN Agribusiness Luncheon (Sept. 23)

The annual AKSARBEN Agribusiness Luncheon goes international Friday, when a panel of top agriculture officials from the United States and around the world will meet at the CenturyLink Center to publicly discuss issues of international trade.

The discussion, co-presented by AKSARBEN Foundation, the Nebraska Department of Agriculture, and National Association of State Departments of Agriculture (NASDA), is open to the media and will be moderated by Greg Ibach, Director of the Nebraska Department of Agriculture (NDA). More than 700 guests, including state secretaries of agriculture, members of the Omaha & Lincoln agribusiness associations and members of the Nebraska Kiwanis, are expected to attend.

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About AKSRABEN Foundation

Established in 1895, AKSARBEN Foundation represents the premier employers in Nebraska and western Iowa. AKSARBEN Foundation works as a unified network to influence change for the betterment of youth, the economy and Heartland communities. We advance our mission *to leverage collective business leadership to build a more prosperous Heartland* by funding and guiding best practice, needs-based scholarship programs, awarding over \$1 million annually; promoting the Heartland's cultural heritage through top-ranking community celebrations, attended by over 100,000 annually; and honoring community leaders who carry on the Heartland's tradition of philanthropy and volunteerism.

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