

FOR IMMEDIATE RELEASE

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Wild West Comes to the Big City

Cow Palace Arena Hosts 70th Grand National Livestock Expo, Horse Show & Rodeo

August 31, 2016 - DALY CITY, CA - For 70 years the iconic Cow Palace Arena & Event Center has been celebrating the old west and inspiring youth to take part in the agriculture industry through their annual Grand National Livestock Exposition, Horse Show and Rodeo event. From top to bottom, the Cow Palace is filled with the ultimate western experience including an agriculture exhibition, a professional Rodeo in partnership with the PRCA (Professional Rodeo Cowboys Association), and a classic western marketplace - including mechanical bull rides, live music, BBQ, shopping, and more. The family-friendly event takes place all day over two action packed weekends on Oct. 14-15 and Oct. 21-22, 2016. Although tickets must be purchased for the Grand National Rodeo in the main arena, the Livestock Exposition, Horse Show, Interactive Agricultural Area, and Marketplace are FREE to the public.

“Our team has been working hard to make the 70th year of the Grand National amazing! We are excited about all the new things we are incorporating into the event this year including “Tough Enough to Wear Pink” day, in support of breast cancer awareness; and our Military Day has expanded to partner with organizations that provide services for Veterans. We’re even renewing wedding vows for a couple that was married at the Grand National 20 years ago, and partnering with the historic 7 Mile House restaurant to host a Cow Palace Burger eating contest! Make sure to come join the fun there will be lots to see!”, shares Cow Palace CEO Lori Marshall.

The Rodeo, produced for the past 47 years by Cotton Rosser and the Flying U Rodeo Co., features traditional rodeo events, including bronc riding, bull riding and barrel racing to name a few. An annual highlight for the rodeo community is the contest for ‘Miss Grand National Rodeo Queen’, a title that is held for one year to serve as a good-will ambassador for the sport of Rodeo.

During the livestock exposition, real farm equipment and animals are on site with interactive displays to learn about how food is grown. Exhibitors will show cattle, pigs, sheep, goats, and rabbits, along with photography and fine art inspired by agriculture and western lifestyle.

Schools are able to bring students to the agriculture fair for “Kids at the Palace”, a free event during the day on Friday, October 14 and must reserve their spot ahead of time (contact media@cowpalace.com for reservations). Space is still available for vendors in the Western Marketplace, and businesses interested in becoming an event sponsor can contact the Cow Palace for more information. Pre-sale tickets to the rodeo are now on sale and range from \$12- \$42. Tickets can be purchased on the Cow Palace website (cowpalace.com). For more details contact info@cowpalace.com or call 415-414-4100.

FULL EVENT SCHEDULE:

Friday Oct. 14 - Opening Day

Kids at the Palace (scheduled school tour)

Open/Junior Livestock Show

Color Guard & Drill Team

PRCA Rodeo

Saturday Oct. 15 - Cattleman’s Day

Open/Junior Livestock Show

Classic Barrel Racing

Lunch At The Palace - Cowgirl Luncheon

Livestock Person of the Year Banquet

PRCA Rodeo

Sunday Oct. 16

Open/Junior Livestock Show

Classic Barrel Racing

Monday Oct. 17

AQHA Ranch Horse

Versatility & Ranch Riding

Thursday Oct. 20

NCA Dog Trials

Friday Oct. 21 - Tough Enough to Wear Pink Day

NCA Dog Trials

PRCA Rodeo

Saturday Oct. 22 - Military Day

Team Penning Super Stakes

ASBA Rabbit Show

PRCA Rodeo

Cow Palace Burger Eating Contest w 7 Mile House

Sunday Oct 23

RSNC Ranch Sorting & Championships

ARBA Rabbit Show

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About the Grand National Rodeo:

The Cow Palace was created in 1941 as the 1-A District Agricultural Association, and as part of its mission produces the annual 'Grand National Livestock Exposition, Horse Show and Rodeo'. It is the West's most prestigious western lifestyle event attracting thousands of participants and fans from seven western states.

About the Cow Palace Arena & Event Center:

The Cow Palace Arena & Event Center serves as a venue for a variety of events including concerts, festivals, exhibitions, consumer shows, trade shows and sports; as well as a variety of community, religious and charitable events. Now celebrating their **75th year anniversary**, the Cow Palace continues to serve the needs of the San Francisco Bay Area, and the State of California. Home of the Grand National Livestock Expo, Horse Show, and Rodeo.

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