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## FOR IMMEDIATE RELEASE

### East Texas State Fair Announces Pro Rodeo Coming in 2025

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The East Texas State Fair is bringing an exciting new experience to Tyler with the addition of a pro rodeo during the 2025 Fair. Fair organizers, in partnership with Cavender's, are excited to bring a PRCA-sanctioned rodeo to the rose city, welcoming pro rodeo athletes across the country to East Texas.

Cody Rosenbalm, President and CEO of the East Texas State Fair, expressed his excitement about the rodeo's debut and its significance for the fair and the community.

*"The addition of rodeo marks a major milestone for the East Texas State Fair and our community. As the East Texas State Fair continues to expand, rodeo perfectly aligns with our mission of showcasing agriculture while providing family-friendly entertainment. We are proud to partner with PRCA and look forward to growing together," said Rosenbalm.*

The rodeo will take place during the first weekend of the fair, September 19 – 21, and will feature thrilling events such as bull riding, barrel racing, and team roping, along with entertainment for fans of all ages. Rodeo tickets will include admission to the fair, providing great value for attendees. Mutton bustin', a crowd favorite, will also be a highlight of the event, with registration opening in the summer.

Presenting sponsor, Cavender's, shared their involvement and excitement for East Texas.

*“Having been part of the East Texas State Fair leadership for years, it’s exciting to see the expansion of rodeo to the event,” said Joe Cavender, President of Cavender’s and Honorary Lifetime Director of East Texas State Fair.*

*“We are excited to be the title sponsor of the rodeo. We look forward to outfitting East Texans with new boots, jeans and hats this fall” said Jennifer Green, Cavender’s PR Manager.*

Paul Woody, CMO of PRCA also shared their enthusiasm for the partnership.

*“Rodeo is about community and the PRCA is always proud when a new rodeo chooses to be a PRORODEO. Our athletes and contract personnel are the best in the business, and we know the East Texas State Fair will be a fantastic partner for years to come,” said Woody.*

The East Texas State Fair is partnering with Pickett Pro Rodeo to produce this exciting new event. A respected name in the rodeo industry, Pickett Pro Rodeo holds three world champion titles in bareback riding. Their stock has earned top honors, including the 2024 National Finals Rodeo’s top bareback horse and runner-up bull. In 2025, the Pickett family will bring their award-winning livestock to Tyler, promising to attract top-tier rodeo athletes from around the world.

The 2025 East Texas State Fair will take place from September 19 – 28, bringing an exciting mix of new attractions and returning favorites. In addition to the PRCA-sanctioned rodeo, the fair will feature new food vendors, the return of the popular Sea Lion Splash show, and a larger agriculture exhibit, expanding on the success of previous years. With these exciting updates, the fair promises a fun-filled experience for visitors of all ages. Tickets will go on sale August 1.

**About the East Texas State Fair**

The East Texas State Fair unites the community in a celebration of heritage, agriculture, and family-friendly entertainment while fostering the growth of future leaders. Through engaging experiences and educational initiatives, the fair remains committed to enriching East Texas and supporting its next generation.

### **About Cavender's**

In 1965, in the quiet Texas town of Pittsburg, James and Patricia “Pat” Cavender took a leap of faith, opening a small Western store with a big dream. What started as a single storefront has grown into America’s go-to destination for the finest Western boots, jeans, and hats for the whole family. James built Cavender’s Boot City on grit, integrity, and a deep love for the Western way of life. These core values have fortified and supported Cavender’s expansion to over 100 stores in more than 15 states. Likewise, Cavender’s offer top brands including Ariat, Wrangler, Stetson, and Resistol, and its exclusive lines—Rafter C, Rockin C, and JRC & Sons. This extensive selection ensures customers’ wardrobes are as authentic and enduring as their lifestyles.

As the Cavender family puts it: “We will always remain true to who we are and what we stand for—the Western way of life.”

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