

the Heartbeat

TOP 10 ^{at the} HEART O' TEXAS *Things to Do* FAIR & RODEO

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FAIR & RODEO
MUSIC LINEUP
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AT THE FAIR
- FALL 2017
CALENDAR

HEART O' TEXAS
FAIR & RODEO
TOP SCHOLAR

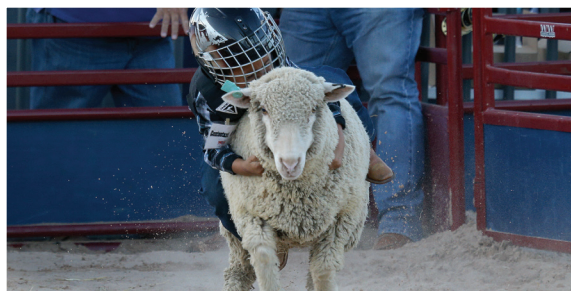
H-E-B STEPS UP
to Help Others

Extraco Banks
KIDS ZONE HAPPENINGS



TOP 10 *at the* HEART O' TEXAS Things to Do FAIR & RODEO

It's just a few short days from the opening of the Heart O' Texas Fair & Rodeo, presented by H-E-B. The excitement is definitely in the air. If you have never been to the Fair & Rodeo, you are missing out! Here is the Top Ten list compiled by the Fair & Rodeo staff.



1

Check out Mutton Bustin' in the Extraco Banks Kids Zone. Some of the fiercest characters at the Fair & Rodeo aren't the cowboys riding bulls, it's the lil buckaroos that hop on a sheep and hold on tight for a maximum of six seconds. The top scores each night advance to the semi-finals inside the Extraco Coliseum during the All American ProRodeo Finals.

2

Attend the All American ProRodeo Finals, presented by Pendleton Whisky. The nation's top 30 cowboys and cowgirls come to compete for over \$500,000 in cash and prizes during seven nights of competition. The rodeo happens Oct. 7-8 and 10-14. No rodeo on Monday, Oct. 9.



3

Take a ride on the H-E-B Ferris Wheel. There is no better way to see Waco and the entire fairgrounds.



4

Watch the Wild About Monkeys show in the Extraco Banks Kids Zone. This is the only traveling animal exhibition that features trained baboons that have been in Hollywood films.



5

Enjoy seven nights of live entertainment on the Bud Light Music Stage on Oct. 6-8 and 11-14. This is free with your paid gate admission.



6

Wine tasting in the Wine & Beer Garden. Come try a variety of Texas wines and craft beers.



7

Pet and feed some super cute animals at Noah's Way Exotic Petting Zoo in the H-E-Buddy Barnyard.



8

Experience live magic like never before with Scott's Crazy Comedy Magic Show both in the Extraco Banks Kids Zone and roving on the fairgrounds.



9

The Heart O' Texas Livestock Show, presented by Brazos Masonry, Inc., has grown to more than 5,000 entries and brings in hundreds of Texas 4-H and FFA exhibitors to compete for the coveted title of Grand Champion and scholarship dollars.

10

Take in the Special Ranch Rodeo where children with special needs get a chance to be a rodeo star for an afternoon on Saturday, Oct. 14 in the Extraco Coliseum.

Remember this is just our Top 10. There is so much more to see and do at the 2017 Heart O' Texas Fair & Rodeo. For a complete list of daily events, visit hotfair.com.



H-E-B STEPS UP *to Help Others*

H-E-B, a longtime sponsor and friend of the Heart O' Texas Fair & Rodeo, recently stepped up to help fellow Texans in need after devastation caused by Hurricane Harvey. H-E-B dispatched its Emergency Response Team, Disaster Response Units and H-E-B Mobile Kitchens to Victoria and surrounding storm-torn communities, just two days after Hurricane Harvey made landfall.

Hundreds of H-E-B employees volunteered to accompany the convoys and help residents in need. The H-E-B Disaster Response Units are equipped with a pharmacy and mobile business services unit, allowing residents to refill prescriptions, access an ATM and

pay bills. The Mobile Kitchens are designed to serve 2,500 meals per hour and gave residents and first responders their first hot meal in several days. The convoy delivered food, water, supplies and fuel to communities in desperate need of supplies.

In a recent interview with Joshua Fechter with the San Antonio Express-News, Larry Gemblar, one of H-E-B's directors of retail operations said, "It's about going there and providing the hope that the community needs right now."

While recovery is still occurring in towns across Texas, H-E-B's commitment hasn't stopped. Employees are volunteering in

their local communities to pick up debris and clean up homes and businesses. They have provided free health services, like tetanus shots, to citizens affected by Harvey. Charles Butt, CEO, donated \$5 million to Houston-area flood relief and H-E-B will donate \$100,000 toward relief efforts through a statewide tear pad campaign.

The San Antonio-based supermarket chain was recently named Supermarket News' 2017 Retailer of the Year. It's no surprise that H-E-B is deeply respected and loved by Texans for their commitment to community, customer service and giving customers great food for low prices.

CONCERTS ARE FREE
WITH FAIR ADMISSION



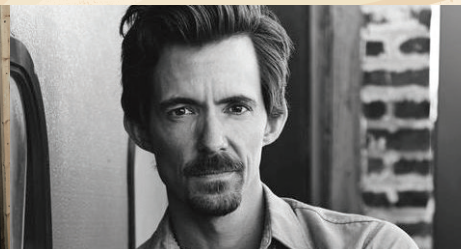
MUSIC



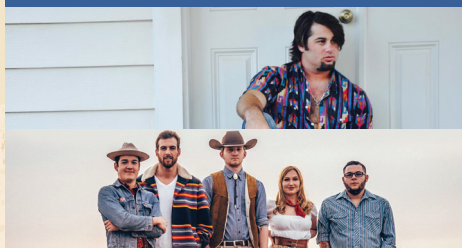
WADE BOWEN
OCT 6



JOSH ABBOTT BAND
OCT 7



ZANE WILLIAMS
OCT 11



**KOE WETZEL AND
FLATLAND CAVALRY**
OCT 12



MICHAEL RAY
OCT 13



KYLE PARK
OCT 14

HEART O' TEXAS FAIR & RODEO *Top Scholar*

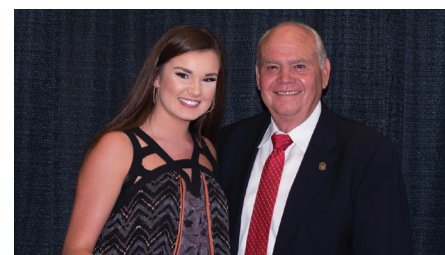
Lindsey Anderson received the Top Scholar award and a \$15,000 scholarship at this year's Scholarship Banquet. This scholarship is made possible by the Board of Directors and the Matching Funds Program at the Heart O' Texas Fair & Rodeo. To date, this was the largest amount given to an individual.

Lindsey is a graduate of China Spring High School and is the daughter of Paul and Marilyn

Anderson. She is currently attending Texas Christian University and majoring in Biology then completing Dental School. "I feel so fortunate to have been selected over all the other applicants; your generosity will allow me to pursue my dreams. In addition, being a former Heart O' Texas Fair & Rodeo Sweetheart was not only rewarding, but caused me to excel in high school and the Waco community. I will always cherish my time volunteering and

look forward to the day I am able to help other students just as you have helped me," stated Lindsey.

We wish Lindsey the best of luck as she pursues her goal of being a Dentist.





EXTRACO BANKS KIDS ZONE HAPPENINGS

*Enter at your own risk of having too much fun
this year in the Extraco Banks Kids Zone!*

WILD ABOUT MONKEYS

Animal experts Kevin and Martina perform with their primate family. They will delight and amaze the audience with fun, education and great entertainment. This is the only traveling animal exhibition that features trained baboons.

SCOTT'S WORLD OF MAGIC

Scott creates an exciting illusion spectacular with futuristic elements that captures the attention and imagination of kids from age 2 to 92! Neon lighting, lasers and even a LIVE Robot can be seen floating in the air! Scott's show is the most in-demand Magic Attraction in the Fair industry and brings magic to the whole family!

COWBOY BOOT CAMP

Cowboy Boot Camp is an interactive and educational agricultural exhibit that features old west themed hands-on activities and crafts. With a village type atmosphere, fairgoers can be immersed in the feel of the old Wild West with fun activity stations such a gold panning, roping, horse saddling, pedal tractors and much more!

MUTTON BUSTIN' RALLY

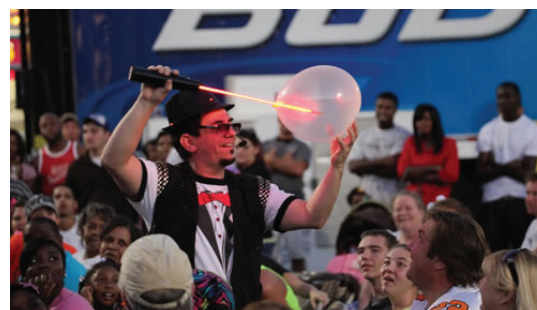
In this wild and fun sheep riding contest, the youngest cowboys and cowgirls compete for top scores. This is a crowd favorite event that happens twice a day in the Kids Zone on October 6-14.

SWEETHEART'S FACE PAINTING BOOTH

Presented by Waco Tribune-Herald

Our Heart O' Texas Fair & Rodeo Sweethearts will be painting children's faces free of charge.

The Extraco Banks Kids Zone also includes Pony Hop Races, Stick Horse Rodeo, Sweetheart's Face Painting Booth, presented by Waco Tribune-Herald, and Noah's Way Pony Rides. This year the Kids Zone will be packed with limitless fun and activities for kids of all ages.



NEW WAY TO PAY

The fairgrounds are getting spruced up and ready for opening day, but there's one big difference this year. The Heart O' Texas Fair & Rodeo is excited to announce a new and easy way to pay for rides, games and food at the Fair!

Magic Money is an electronic token system held on a Magic Money Band, using an RFID chip. Magic Money Bands are reusable and reloadable, so you can enjoy them throughout the Fair this year and for years to come! Reload your band using the Magic Money App, Magic Money Kiosks or Magic Money Stations located throughout the fairgrounds.

The bands can be purchased in increments of \$10, \$20, \$40, \$60, \$80 or \$100 for first-time purchases and reloaded for any amount. Purchased an Unlimited Ride Band? You will receive a Magic Money Band that can be loaded with money for rides, games and food using the App, Kiosks or Stations.



HERE ARE OUR TOP TEN FAVORITE THINGS ABOUT MAGIC MONEY!

1. Easy to Use
2. Reusable band
3. Magic Money App to monitor balance and reload
4. Easier to carry than metal tokens
5. Good for rides, games and food
6. More than 50 reload stations throughout the grounds
7. Safe and secure transactions on Amazon Cloud
8. Leftover credits can be used
9. Reload with cash or credit card
10. More secure than metal tokens

FOR MORE INFORMATION,
VISIT HOTFAIR.COM.

FALL 2017 CALENDAR of Events

OCTOBER

- 5-14 Heart O' Texas Fair & Rodeo**
Extraco Events Center
Ticketed Event
- 6 Wade Bowen**
Bud Light Music Stage
FREE with Paid Gate Admission
- 7 All American ProRodeo Finals**
Extraco Coliseum & Show Pavilion
Ticketed Event
- 7 Josh Abbott Band**
Bud Light Music Stage
FREE with Paid Gate Admission
- 8 Praise & Worship Service**
Hometown Stage
FREE; Starts at 9:30 a.m.
- 8 La Fe Nortena**
Bud Light Music Stage
FREE with paid gate admission
- 8, 10-13 All American ProRodeo Finals**
Extraco Coliseum
FREE balcony seats w/ paid gate admission
- 11 Zane Williams**
Bud Light Music Stage
FREE with paid gate admission
- 12 Flatland Cavalry w/ Koe Wetzel**
Bud Light Music Stage
FREE with paid gate admission
- 13 Michael Ray**
Bud Light Music Stage
FREE with paid gate admission

- 14 All American ProRodeo Finals**
Extraco Coliseum
Ticketed Event
- 14 Kyle Park**
Bud Light Music Stage
FREE with paid gate admission
- 20-22 WPRA World Finals**
Extraco Events Center
FREE Event
- 27-29 Apple Tree Bazaar**
Extraco Exhibits & Creative Arts Buildings
Paid admission required
- 27-31 Waco Cutting Futurity**
Extraco Show Pavilion
FREE Event
- 28 South 40 Trail at Lake Limestone**
Paid registration required

NOVEMBER

- 1-5 Waco Cutting Futurity**
Extraco Show Pavilion
FREE Event
- 2-5 McLennan County Library Book Sale**
Extraco Exhibits & Creative Arts Buildings
Paid admission required
- 9-12 Elite Barrel Racing**
Extraco Coliseum & Show Pavilion
FREE Event

- 17-19 Margarita Classic - Paint Horse Show**
Extraco Show Pavilion
FREE Event
- 23-26 TJLA Fall Classic Livestock Show**
Extraco Events Center
FREE Event
- 29-30 Thanksgiving Horse Show - Hunter/Jumper**
Extraco Coliseum & Show Pavilion
FREE Event

DECEMBER

- 1-3 Thanksgiving Horse Show - Hunter/Jumper**
Extraco Coliseum & Show Pavilion
FREE Event
- 6-10 Christmas Horse Show - Hunter/Jumper**
Extraco Coliseum & Show Pavilion
FREE Event
- 28 Texas Circuit Finals Youth Rodeo**
Extraco Show Pavilion
Ticketed Event
- 28-30 RAM Texas Circuit Finals Rodeo**
Extraco Coliseum
Ticketed Event

For more information visit
ExtracoEventsCenter.com
or call 254-776-1660



EXTRACO EVENTS CENTER

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PRCA RAM TEXAS CIRCUIT FINALS RODEO

Presented By



DECEMBER 28-30
7:30 P.M. NIGHTLY
★ **WACO, TX** ★

Allen Samuels
DODGE CHRYSLER JEEP RAM



FOR MORE INFORMATION,
CALL 776-1660 OR VISIT EXTRACOEVENTSCENTER.COM

