

MEDIA GUIDE

REDDING RODEO



76th REDDING RODEO

MAY 15 - 18, 2024



MEDIA GUIDE

It's almost RODEO TIME IN REDDING. We can't wait to share with you're the 76th Annual Redding Rodeo on May 15 – 18, 2024. We ask that help us tell the story of what makes the Redding Rodeo so unique and special.

We want you to know that we will have a full team ready to help you cover the personalities, competition, history and traditions that are the Redding Rodeo. We ask that if you know you are coming that you fill out a credential request so we can be ready for you! It can be found here on [Redding Rodeo's website](http://www.reddingrodeo.com) – www.reddingrodeo.com.

Let us know how we can help you!

Cindy Schonholtz, General Manager – 719-440-7255

Bennett Gooch, President – 530-355-5936

Michelle Slade, Media Advertising and Sponsorship – 530-410-2371

Carl Bott – On-site media contact: 530-515-7664

THE REDDING RODEO:

- The largest 4-day rodeo in Northern California.
- We are one of the top 60 rodeos in the nation.
- Sanctioned by the Professional Rodeo Cowboys Association (PRCA) and the Women's Professional Rodeo Association (WPRA) bringing the best rodeo athletes to Redding.
- A volunteer organization with the mission of supporting the community by producing a world-class rodeo.
- Celebrating 76 years of Rodeo by the River in Redding in 2024.
- Redding's only Professional Sport Broadcast – all performances live on the Cowboy Channel
- Friends of Redding Rodeo Foundation, a 501-c-3 non-profit formed in 2022 to support the Redding Rodeo and the community.
- Redding Rodeo Hall of Fame recognizes those who have shown dedication to the Redding Rodeo.

2024 REDDING RODEO SCHEDULE

SATURDAY MAY 11, 2024

5 p.m. **STEAK FEED** - Rodeo Arena, Tickets: \$35 each, purchase in advance

MONDAY MAY 13, 2024

9 a.m. **SPECIAL KIDS' DAY** – Invitation Only event for special needs children

TUESDAY MAY 14, 2024

11 a.m. **TICKET OFFICE** open until 6 p.m.

5p.m. **REDDING RODEO HALL OF FAME INDUCTION AND DINNER**

Rodeo Grounds, Tickets \$50 each

Live and Silent Auction to Benefit Friends of Redding Rodeo

WEDNESDAY MAY 15, 2024

11 a.m. **TICKET OFFICE** opens until end of rodeo

7 p.m. **PRCA XTREME BULLS AND BARRELS – NATIVE AMERICAN APPRECIATION NIGHT**– Gates open at 5 p.m.

Presented by Redding Rancheria

THURSDAY MAY 16, 2024

10 a.m. **SLACK**

11 a.m. **TICKET OFFICE** opens until end of rodeo

7 p.m. **REDDING RODEO FAMILY NIGHT** – Gates open at 5 p.m.

Presented by SnL Contruction

FRIDAY MAY 17, 2024

6 a.m. **ASPHALT COWBOYS PANCAKE BREAKFAST** – Downtown
info: www.asphaltcowboys.org

10 a.m. **SLACK**

10 a.m. **CHICKS AND CHAPS** – Ticketed Event

11 a.m. **TICKET OFFICE** open until close of rodeo

7p.m. **REDDING RODEO TUFF ENOUGH TO WEAR PINK/BUCKIN' CANCER NIGHT**
Gates open at 5 p.m.

Presented by Pendleton Whisky and Blach Beverage

8 p.m. **REDDING RODEO CANTINA** Opens (until midnight)

SATURDAY MAY 18, 2024

10 a.m. **SLACK**

10 a.m. **ASPHALT COWBOYS REDDING RODEO PARADE** – Downtown
info: www.asphaltcowboys.org

11 a.m. **TICKET OFFICE** open until end of rodeo

7 p.m. **REDDING RODEO ARMED FORCES NIGHT** – Gates Open at 5 p.m.

Presented by Sierra Pacific Industries

8 p.m. **REDDING RODEO CANTINA** (until midnight)

TICKET INFORMATION

Wednesday, May 15th, 2024

Extreme Bulls & Barrels

Native American Appreciation Night

Reserved Grandstand - \$20.00 + fees

*Reserved Grandstand – Child \$15.00 + fees

*Reserved Grandstand – Military \$15.00 + fees

*Handicap - \$20.00 + fees

*Handicap Companion - \$20.00 + fees

Box Seats - \$25.00 + fees

Rodeo Flats Grandstand - \$60.00 + fees

VIP Parking - \$10.00 + fees

Thursday, May 16th, 2024

Family Night

Reserved Grandstand - \$25.00 + fees

*Reserved Grandstand – Child \$20.00 + fees

*Reserved Grandstand – Military \$20.00 + fees

*Handicap - \$25.00 + fees

*Handicap Companion - \$25.00 + fees

Box Seats - \$30.00 + fees

Rodeo Flats Grandstand - \$65.00 + fees

VIP Parking - \$10.00 + fees

Friday, May 17th, 2024

Think Pink Night

Reserved Grandstand - \$30.00 + fees

*Reserved Grandstand – Military \$25.00 + fees

*Handicap - \$30.00 + fees

*Handicap Companion - \$30.00 + fees

Box Seats - \$35.00 + fees

Rodeo Flats Grandstand - \$70.00 + fees

VIP Parking - \$10.00 + fees

Saturday, May 18th, 2024

Armed Forces Day

Reserved Grandstand - \$35.00 + fees

*Reserved Grandstand – Military \$30.00 + fees

*Handicap - \$35.00 + fees

*Handicap Companion - \$35.00 + fees

Box Seats - \$40.00 + fees

Rodeo Flats Grandstand - \$75.00 + fees

Parking - \$10.00 + fees

TICKET OFFICE HOURS

January

Wednesdays 11:00 am – 4:00 pm

February & March

Wednesdays 11:00 a.m. – 4:00 p.m.

Saturdays 9:00 a.m. – 1:00 p.m.

April through May 9th

Wednesdays & Thursdays

11:00 a.m. – 6:00 p.m.

Saturday 9:00 a.m. – 1:00 p.m.

May 11th through Rodeo

Saturday May 11th

3:00 pm – Close of Steak Feed

Sunday May 12th, **Closed**

Monday May 13th & Tuesday May 14th

11:00 am – 6:00 pm

Wednesday, Thursday, Friday and Saturday

11:00 a.m. – Close of Rodeo.

*** Children 12 and UNDER, Military Discount, Handicap & Handicap Companion seating only available through the Box Office. Child tickets available w/purchase of Adult Reserved Grandstand ticket on Wednesday & Thursday Nights ONLY. Maximum of 2 child tickets for each Adult ticket purchased. All Sales are Final, No Refunds or exchanges.**

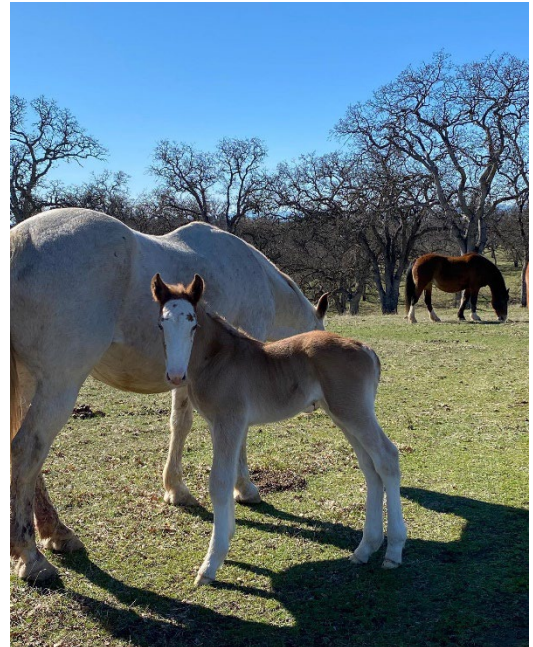
If you have any questions regarding tickets, please contact the Redding Rodeo Ticket Office at 530-241-8559 or email tickets@reddingrodeo.com

REDDING RODEO

LIVESTOCK CONTRACTOR

BRIDWELL PRO RODEOS

. Based in Northern California, Bridwell Pro Rodeos was established in 2017 as a full service professional rodeo company providing top quality livestock, production and personnel to rodeos throughout the West Coast and Pacific Northwest. The foundation, however, of Bridwell Pro Rodeos, the bucking horse breeding program, began long before the establishment of the full service company. The bucking horse and breeding program began in 2005 as Bridwell Livestock and continues to this day to produce world class animal athletes.



REDDING RODEO

2024 RODEO CLOWN

JJ HARRISON



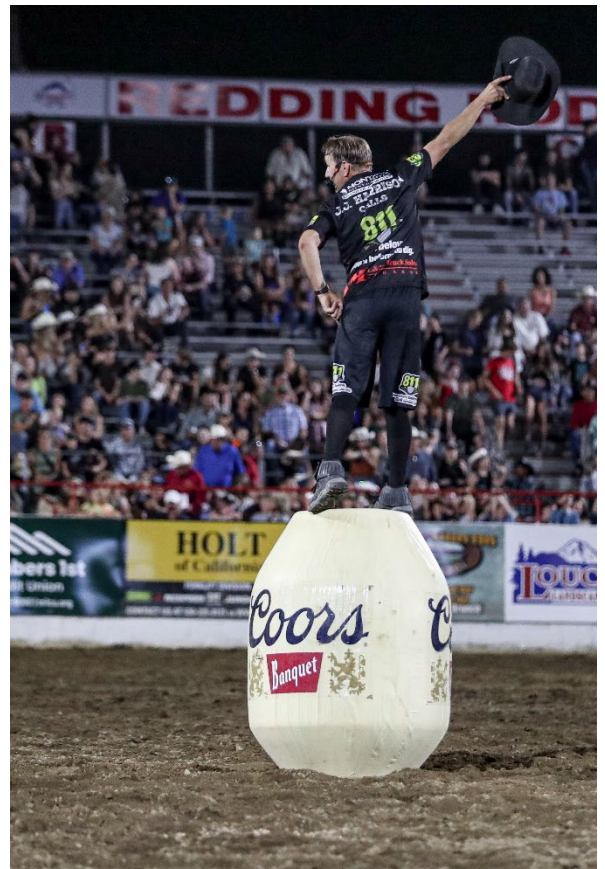
JJ Harrison travels the country engaging rodeo fans and dodging bulls along the way. It's a job that JJ takes very seriously . . . for a clown.

JJ grew up in Okanogan, Washington where his love for the rodeo and the western way of life began. His dedication has not gone unnoticed. He has entertained on rodeo's largest stages, including the National Finals Rodeo in Las Vegas, and the Ram National Circuit Finals Rodeo for 5 years. He has also been nominated nearly every year in the last decade as one of the top 5 clowns in the Professional Rodeo Cowboys Association.

Harrison rodeoed in college and graduated from

Washington State University. He then taught school for eight years. "I think I enjoyed that middle school humor almost more than the kids." After a few years of balancing teaching and rodeo, Harrison decided to hit the rodeo road full time. "I think I'm the only clown with a Masters degree." He uses his abilities as an entertainer to bridge fans to contestants and rodeo in general.

JJ is a father of 5 and totes the whole family along the rodeo trail whenever possible. This is a way of life for the Harrison Family and they enjoy everything this rodeo world has to offer. In JJ's off time, he is a pilot and spends as much time as possible in the mountains.



REDDING RODEO

SPECIALTY ACT 2024

SHELBY PIERSON AND PIPER YULE

SHELBY PIERSON



Shelby is 23 years old and lives on her family's cattle ranch in Southern Alberta. For the past 15 years, Shelby has taken her fast-paced, high-energy act to some of the greatest professional rodeos all across North America. One of Shelby's greatest accomplishments was being named the Canadian Professional Rodeo Association Contract Act of the Year 5x. Shelby is also a Top 5 PRCA Dress Act of the Year Nominee, a 3X Canadian Trick Riding Champion, and in 2015 she was crowned the Australian Trick Riding Champion.

Some of Shelby's highlight appearances include Rodeo Houston, The Calgary Stampede, The Snake River Stampede, St. Paul Rodeo, and The Ponoka Stampede.

When not trick riding, Shelby attends university where she is currently working towards her double degree in English and Education with the hopes of becoming an elementary school teacher.



PIPER YULE

Piper Yule, known as the young gun of the rodeo industry! This spitfire is 14-year-old and is known for her signature cow horses and her cowgirl heart and true horsemanship.

Known to be as kind as she is tough and comes from the hard grass country in Southern Alberta and is a 5th generation cowgirl; When not roman riding, liberty horsemanship and trick riding; Piper spends her time team roping and competing in cutting and working cowhorse and helping on her family ranch and community.

REDDING RODEO

COMMUNITY INVOLVEMENT

The Redding Rodeo is so grateful to be a part of such a giving and caring community. We would like to thank each of these organizations for letting the Redding Rodeo Association be a part of your fundraising events and to welcome each and every one of you to our Platinum Celebration! Hats off to many more years of working together!

ANDERSON EXPLODES
ANDERSON FIRE DEPARTMENT
ANDERSON HIGH SCHOOL SOBER
GRAD
ANDERSON ROTARY
ASPHALT COWBOYS GOLF
TOURNAMENT
AVENUE REAL ESTATE
BACK AT THE RANCH DINNER
CHICKS N CHAPS REDDING
CITY OF SHASTA LAKE FIRE
DEPARTMENT
COMMUNITY FOUNDATION OF THE
NORTH STATE/
CORNING JUNIOR RODEO
ASSOCIATION
COTTONWOOD COMMUNITY CENTER
COTTONWOOD LADIES NIGHT OUT
DIGNITY NORTH
DUCKS UNLIMITED
FOOTHILL HIGH SCHOOL SOBER GRAD
FRIENDS OF THE SHASTA DISTRICT
FAIR
GOLDEN ONE BANK
GOOD NEWS RESCUE MISSION
HAPPY VALLEY FIRE
HAPPY VALLEY LITTLE LEAGUE
HUMBOLDT COUNTY FAIR
JEREMY STOKES FOUNDATION
JUSTIN COWBOY CRISIS FUND
KIXE HOLIDAY AUCTION
KOOL APRIL NIGHTS
MAKE A WISH

MERCY LSU CREW
MISS CALIFORNIA
NOR CAL THINK PINK
NORTH COW CREEK SCHOOL
NORTH COW CREEK SCHOOL
NORTH STATE CANCER LEAGUE
REDDING CHAMBER OF COMMERCE
GREETERS
REDDING ELKS CLUB
REDDING FFA
REDDING RANCHERIA COMMUNITY
FUND
RRA SCHOLARSHIP FUND
RRAA HELPING HANDS
SACS
SHASCOM
SHASTA CAL RIPKEN BASEBALL
SHASTA COLLEGE ATHLETICS|
SHASTA COUNTY FARM BUREAU
SHASTA DISTRICT FAIR BUYERS
DINNER
SHASTA FIREFIGHTERS BURN AND
BENEVOLENT FUND
SHASTA FIREFIGHTERS BURN AND
BENEVOLENT GOLF TOURNAMENT
SHASTA HIGH SCHOOL SOBER GRAD
SHIELD FOUNDATION
SOUTH COUNTY STUFF THE TRUCK
THE EXCHANGE CLUB
UNITED WAY OF SHASTA COUNTY
VETERANS
WEST VALLEY HIGH SCHOOL SOBER
GRAD

2024 MISS REDDING RODEO

BELINDA BROOKINGS



A sold-out crowd gathered in the historic Oddfellows Hall in Downtown Redding hosted by Viva Downtown on October 21, 2023 for the culmination of the Miss Redding Rodeo Competition. Five talented cowgirls showed their horsemanship and public speaking skills as well as rodeo and current event knowledge to the judges. When the dust settled 21-year old Belinda Brookings was named 2024 Miss Redding Rodeo.

Belinda calls Lewiston, CA home and has her own business raising Boer Goats. She has participated in California High School Rodeo Association, National Intercollegiate Rodeo Association, barrel racing, team penning and has carried sponsor flags. She is a 2022 Graduate of Feather River College. Belinda also earned the horsemanship award. She will promote the Redding Rodeo throughout the region at rodeos, parades and other events.

REDDING RODEO

2024 HALL OF FAME INDUCTEES

March 12, 2024

**Contact: Cindy Schonholtz
719-440-7255**

FOR IMMEDIATE RELEASE

REDDING RODEO HALL FAME INDUCTEES ANNOUNCED

The Redding Rodeo Association is proud to announce the second annual Redding Rodeo Hall of Fame Gala! 2024 marks 76 years of "Buckin by the River" - the perfect time to begin recognizing those who have contributed to the rich history of the Redding Rodeo. There have been thousands of volunteers who have dedicated countless hours to keep the tradition of the Redding Rodeo alive for 76 years.

The 2nd Annual Redding Rodeo Hall of Fame Gala and Induction will take place on Tuesday May 14, 2024 at the Redding Rodeo Grounds in the Cantina Tent. This annual event will help enshrine those that have helped make Redding Rodeo a successful part of the community.

The 2024 Class of the Redding Rodeo Hall of Fame

Luke Branquinho – 3-time Redding Rodeo Steer Wrestling Champion

Christensen Brothers Rodeo Company – 1950's & 60's Redding Rodeo Stock Contractor

Ron Lilliard – long-time Redding Rodeo Announcer

Ella Mae Gurlinger – Redding Rodeo and Community supporter

Kip Powers – 1984 Redding Rodeo Association President and current board member

We look forward to a special evening honoring the Redding Rodeo Hall of Fame Class of Inductees on Tuesday, May 14, 2024 at 5:30 pm at the Redding Rodeo Grounds.

Tickets for the event are limited and available at www.friendsofreddingrodeo.org

Tickets are \$50 or a table sponsorship that includes preferred seating for 8 for \$1000.

The evening will include dinner, no-host bar, Induction Ceremony and a live and silent auction benefiting the Friends of Redding Rodeo, a 501-c-3 nonprofit that supports the Redding Rodeo and the community.

REDDING RODEO

BUCKIN' CANCER

March 12, 2024

**Contact: Cindy Schonholtz
719-440-7255**

FOR IMMEDIATE RELEASE

REDDING RODEO BUCKIN CANCER CAMPAIGN

The Redding Rodeo Board and the Friends of Redding Rodeo are pleased to announce a new initiative to raise funds for Mercy Foundation's Regional Cancer Center. The Redding Rodeo is pledging \$50,000 total to the effort and the Friends of Redding Rodeo, a 501-c-3 non-profit, will be leading the fundraising effort which we are designating "Buckin Cancer."

The initiative will kick off soon and culminate at the 2024 Redding Rodeo on May 15 – 18, 2024. The Friday Night May 18, 2024 Redding Rodeo is Designated Tough Enough to Wear Pink/Buckin Cancer night. Stay tuned for more details on our effort to do our part to raise the needed funds to make the Regional Cancer Center a reality for our community.

The Redding Rodeo is committed to Redding and surrounding communities and knows the importance of the Regional Cancer Center to our area. It will be life changing for so many battling cancer and we wholeheartedly support it.

"Having the Redding Rodeo sponsor a 'Buckin' Cancer' night at this year's Rodeo is vitally important to many of our family members and friends wrestling with this disease. The money raised will help fund the soon to be built Regional Cancer Center and other programs that can help 'corral' cancer!", Dr. David Civalier, Regional Cancer Center Campaign Chair.

Bennett Gooch, Redding Rodeo President said "We are honored to team up with the Mercy Foundation on this ambitious project. The Redding Rodeo has been a big part of the community for 76 years and ready to do our part."

For more information about the Redding Rodeo go to: www.reddingrodeo.com

REDDING RODEO

MEDIA CREDENTIAL APPLICATION

The 76th Redding Rodeo will take place May 15 – 18, 2024. We will be offering credentials to those members of the media who are on assignment only. Those who meet the requirements below and fill out this form prior to **May 1 and send to manager@reddingrodeo.com** will be giving first consideration.

This application is available online at: <https://www.reddingrodeo.com/p/getinvolved/media>

REQUIREMENTS FOR PRESS CREDENTIALS

- Applicants must be paid employees of media outlet or a freelance writer or photographer with a valid letter of assignment from the media outlet.
- Only photographers who are members in good standing of the Professional Rodeo Cowboys Association (PRCA) and are approved by the Redding Rodeo will be allowed in the arena. The Redding Rodeo reserves the right to limit the number of PRCA photographers in the arena at any one time.
- Any secondary, non-editorial or commercial use of any image, film or drawing of the Redding Rodeo or participants is prohibited without prior written consent of the Redding Rodeo, PRCA and any person in the image. Press must respect the guests at the show and be “invisible” when taking photos or videos.
- If your Rodeo coverage is web based it must be easily available to everyone visiting your site.
- The Redding Rodeo is sanctioned by the PRCA which “retains all rights in and to the filming, taping, and recording in any media” therefore no photos or videos may be sold without prior permission of the PRCA. You must abide by all PRCA guidelines for photos and videos you may obtain these by contacting the PRCA at 719-593-8840 or visiting their website at www.prorodeo.com.
- All photos must clearly be identified as being taken at the Redding Rodeo.
- The Redding Rodeo will restrict access to certain areas for safety reasons and require western attire to access some areas as outlined in PRCA rules. Details will be provided to those granted credentials.
- Publications/websites must be pertinent and subject to approval by the Redding Rodeo.
- Any still camera with a lens longer than 3 inches or professional video camera requires a press pass.
- The application must be filled out completely and a signed waiver included to be considered.
- Early application increases the likelihood of approval as a limited number of passes will be issued.

Name: _____ Job Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Cell Phone: _____ Email: _____

Please let us know if you have any interview requests or story ideas that we can help set up for you. I acknowledge that I have read and meet the requirements for being granted a media credential for the Redding Rodeo and I agree to abide by all of the guidelines presented. **I also understand that all images, video and interviews attained by me and my organization granted under these privileges remain the property of the Redding Rodeo and that a press pass may be revoked by the Redding Rodeo at any time and for any reason. No images may be used for commercial purposes or sold in any way without permission from the Redding Rodeo and the Professional Rodeo Cowboys Association.**

Redding Rodeo Media Waiver of Liability

I understand and acknowledge that rodeos generally are dangerous activities by their inherent nature. Participation in a rodeo as a competitor, independent contractor, official, laborer, photographer, volunteer, or observer in areas to which access to the general public is restricted (including, without limitation, the rodeo arena, competition area, chutes, pens and other areas reserved and intended for use or access by the rodeo participants or otherwise restricted to the general public) exposes the participant to substantial and serious hazards and risks of property damage, personal injury and/or death.

I HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE REDDING RODEO, THE CITY OF REDDING, THE FRIENDS OF REDDING RODEO, ITS OFFICERS, DIRECTORS, EMPLOYEES, VOLUNTEERS, AGENTS, SUBCONTRACTORS AND ASSIGNS (herein referred to as Releasees) for any cause relating to participation and/or volunteering in Redding Rodeo activities. Furthermore I RELEASE FROM ALL LIABILITY TO THE UNDERSIGNED, my/our personal representatives, assigns, executors, heirs and next to kin FOR ANY AND ALL CLAIMS, DEMANDS, LOSSES OR DAMAGES AND ANY CLAIMS OR DEMANDS THEREFORE ON ACCOUNT OF ANY INJURY, INCLUDING BUT NOT LIMITED TO THE DEATH OF THE PARTICIPANT AND/OR VOLUNTEER OR DAMAGE TO PROPERTY, ARISING OUT OF OR RELATING TO THE REDDING RODEO EVENT(S) CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE RELEASEE OR OTHERWISE.

I acknowledge that I have read this release of liability, policies and understand its contents.

Printed Name: _____

Signature: _____ Date: _____