



1700 HWY 36 Abilene, Texas (325) 377-4376

MEDIA RELEASE

FOR IMMEDIATE RELEASE

March 8, 2023

FOR MORE INFORMATION:

Rochelle Johnson
General Manager
(325) 377-4376

The Expo Center of Taylor County and First Financial Bank renewed an agreement of continued partnership with the First Financial Pavilion and the Expo Center of Taylor County. The 10-year-agreement was signed on February 16, 2023. The First Financial Pavilion was built in 2018 and was part of Phase 1 of 3 of the \$55,000,000 bond election passed by Taylor County residents in 2016.

Hundreds of thousands of spectators and exhibitors visit the Expo Center grounds every year to compete in livestock shows, roping events, barrel racings, cutting events, horse shows, and rodeos. Most of the events held in the First Financial Pavilion are agriculture-related and benefit the youth of our region. The First Financial Pavilion is home to the West Texas Fair & Rodeo Livestock Show in September and the Taylor County Livestock Show in January. The 10-year renewed partnership will continue to benefit the youth of Taylor County and the state of Texas.

"First Financial is extremely proud of our partnership with the Taylor County Expo Center and look forward to continuing our long standing relationship. We are honored to be associated with an organization that brings in hundreds of thousands of visitors to Abilene every year and provides such a strong economic impact to our community, and supports local and surrounding counties' agriculture industries." Marelyn Shedd, President, First Financial Bank.

The First Financial Pavilion is a 100'x300' facility located at 1700 HWY 36 Abilene, Texas and showcases a huge arena that is large enough to fit three separate events inside. The First Financial Pavilion also has an office for livestock secretaries and a meeting room for livestock superintendents. The First Financial Pavilion is equipped to handle over 800 stalls and can provide power to each individual stall. Additionally, the building is equipped with a vet room. Four large tanks surround the building that serve as a rainwater harvesting system that is used to conserve water to care for the facilities.



First Financial Bank staff in front of the First Financial Pavilion at the Expo Center of Taylor County