



MEDIA RELEASE

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WESTERN HERITAGE CLASSIC AND WEST TEXAS FAIR & RODEO RECEIVE ACCOLADES AT THE 2022 TEXAS ASSOCIATION OF FAIRS & EVENTS CONVENTION

JANUARY 17, 2022- The Expo Center of Taylor County staff were proud to represent the Western Heritage Classic and West Texas Fair & Rodeo at the 2022 Texas Association of Fairs & Events (TAFE) Convention in Galveston, Texas. While attending the educational conference and networking with fellow Texas event planners and managers, the team received four awards on behalf of the Western Heritage Classic and West Texas Fair & Rodeo. The Western Heritage Classic received first place for the Best T-shirt Design as well as first place for Best TV Commercial for events with attendance of 50,000 or less. The West Texas Fair & Rodeo received first place for the Best Color Newspaper Ad and second place for the Best Pin, Badge or Button for events with attendance of 100,001 – 250,000. The staff is grateful to partner with TX Tees, Bob Tallman, Salty Roan Productions, ADV Consulting, Hispanic Life Media, and Plano Pins to produce these as well as other marketing pieces to spread the word about these wonderful events in Abilene, Texas.

Rochelle Johnson, General Manager and Executive Vice President of the Expo Center, dedicated time at the conference as well as throughout the year to keeping the Texas fair and festival traditions alive for future generations as a member of the TAFE Board of Directors and served as the Secretary and Assistant Treasurer during her 2021-2022 term. She will continue to serve this industry with her knowledge and skills during the upcoming year serving on the Board as they begin work towards the 2023 convention and events.

Neither of these events would be possible without the Expo Center Board of Directors, Western Heritage Classic Executive Committee, over 500 volunteers, event time staff and year-round staff members that give countless hours to the production and execution of the Western Heritage Classic and West Texas Fair & Rodeo. Many thanks also go out to Abilene and the surrounding communities that show your support to this organization and attend these events each year. Make sure to mark your calendars for May 12-15 for the 2022 Western Heritage Classic and September 8-17 for the 2022 West Texas Fair & Rodeo.



Expo Center Staff with Ray Cammack Shows Awards of Excellence for Marketing and Communication at the 2022 Texas Association of Fairs and Events Convention.
(L to R) Jodi Riggan, Exhibit Manager & Sponsor Coordinator, Jordan Kittley, Accounting, and Rochelle Johnson, Executive Vice President and General Manager