



Contact: Sue DeVries

406.256.2414

sdevries@metrapark.com

308 6th Ave. North

Billings, MT 59101

www.montanafair.com

MontanaFair Yellowstone River Roundup Pro Rodeo Announces New COWBOY CLUB

Billings, MT— MontanaFair General Manager, Bill Dutcher is pleased to announce formation of MontanaFair's Rodeo Task Force and new COWBOY CLUB. Late last year, the Yellowstone County Commissioners and the MetraPark Advisory Board formed an Agriculture Committee charged with fostering agricultural activity at MetraPark and MontanaFair. The Rodeo Task Force is an off-shoot of that effort and is charged with offering input and guidance for rodeo at MontanaFair.

In 2010, MontanaFair made the move to PRCA rodeo and presented three nights of rodeo outdoors in the Grandstand. With guidance from producer and stock contractor, Ike Sankey, the quality of the rodeo improved over past efforts. Planning began immediately following the fair to "grow" the rodeo in ensuing years.

"People loved it." Says MetraPark and MontanaFair General Manager, Bill Dutcher. "They loved having the rodeo outside on the fairgrounds again in front of the Grandstands. It was a celebration of nostalgia and good cowboy fun. Last year's attendance numbers let us know that folks in this community and throughout the region have given their stamp of approval."

The new Rodeo Task Force involves members of the MetraPark Advisory Board as well as other interested community members. The primary goal of the COWBOY CLUB will be to enhance MontanaFair's Yellowstone River Roundup PRCA Rodeo. The Cowboy Club celebrates the rich heritage of cowboy history and legend in the Yellowstone Valley and provides its membership VIP treatment at MontanaFair and social events throughout the year that spotlight the popularity and success of PRCA In Billings.

Task force member Jann Parker of Billings Livestock Company says, "The spotlight needs to be on professional rodeo all year long. Our local successes have helped this professional sport of rodeo grow to what it is today. Billings and the Yellowstone Valley need to be very proud of what it has done nationally and it should be celebrated every day of the year." Parker encourages those interested in memberships, priced at \$500, to contact her at: 406.855.1947 or by email jannp@billingslivestock.com A summary of benefits and an application are available online at: <http://www.montanafair.com/site/sponsorship-info/>

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