

TOP RODEOS ANNOUNCED FOR 2012 CINCH RODEOHOUSTON™ SUPER SHOOTOUT: NORTH AMERICA'S CHAMPIONS

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After the successful debut of the Cinch RodeoHouston Super Shootout: North America's Champions in 2011, the Houston Livestock Show and Rodeo announced the 10 championship rodeos invited to the 2012 Show.

“We are excited to bring the Super Shootout back for a second year after a great reaction from rodeo athletes and spectators,” said Joe Bruce Hancock, Houston Livestock Show and Rodeo general manager. “It was everything our fans wanted to see — the best athletes, big money, and wild action.”

The winning contestant in each of the four Super Shootout events – bareback riding, barrel racing, bull riding, and saddle bronc riding – from the following top 10 U.S. and Canadian rodeos, will be invited to the 2012 Super Shootout:

- Calgary Stampede – Calgary, Alberta
- Cheyenne Frontier Days – Cheyenne, Wyo.
- Cloverdale Rodeo & County Fair – Surrey, British Columbia
- Fort Worth Stock Show & Rodeo – Fort Worth, Texas
- National Western Stock Show – Denver
- San Angelo Stock Show and Rodeo – San Angelo, Texas
- San Antonio Stock Show & Rodeo – San Antonio
- Reno Rodeo – Reno, Nev.
- Rodeo Austin – Austin, Texas
- RodeoHouston – Houston

If the 2011 published World Champions in each event are not champions from the above rodeos, they also will be invited to compete.

“Cinch is pleased about the success of the 2011 Cinch RodeoHouston Super Shootout, and the level of energy it has brought to the sport of rodeo,” said David Dean, president of Cinch Jeans & Shirts. “We look forward to a continued relationship with RodeoHouston and the Super Shootout.”

During the 2011 Super Shootout, champions from the four Super Shootout events from 10 of the top rodeos in North America competed for \$200,000, which brought RodeoHouston's total cash commitment to more than \$2 million.

The 2012 RodeoHouston BP Super Series will run Feb. 28 – March 17. The Cinch RodeoHouston Super Shootout will close the 2012 Houston Livestock Show and Rodeo, Sunday, March 18. For tickets and more information, visit www.rodeohouston.com.

The Houston Livestock Show and Rodeo is a Section 501(c)(3) charity that benefits youth, supports education, and facilitates better agricultural practices through exhibitions and presentation. Since its beginning in 1932, the Show has committed more than \$265 million to the youth of Texas.