FOR IMMEDIATE RELEASE
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Authentic, western, tradition – theme set for Prescott Frontier Days®
Prescott’s most anticipated event of the year runs July 1 through July 7

PRESCOTT: Final preparations are underway for the 132nd World’s Oldest Rodeo® in Prescott, Arizona. As part of Prescott Frontier Days®, rodeo fans will experience and enjoy eight heart-pounding professional rodeo performances (July 1-7), a rodeo dance (July 4-6) and the annual parade (July 6) in downtown Prescott, cowboy church (July 7), the Kiwanis kiddie parade (July 5) and the annual Rodeo Days arts and crafts show around the courthouse plaza (July 5-7).

Authentic. Western. Tradition.
Those three words define Prescott Frontier Days, Inc. and the World’s Oldest Rodeo. Each year, we embrace a portion of our western culture and celebrate the meaning and traditions that exist. This year, we picked three words that truly define the experience that thousands of people have had with decades of time passed.

Authentic – to us means, something that is the real deal...it is the World’s Oldest Rodeo on paper, in the history books and can be traced back to early 1888 newspapers as such. The dictionary defines the word as “not false or copied; genuine; real”. When people come to a rodeo performance for the first time, we can guarantee they will experience a piece of the old-west and it will be unique to other events taking place in Prescott. It has also become unique and well-known for its deep roots and birthplace to professional rodeo.

Western – to us means...the way of life. Prescott is known for its rich, western culture and we believe that is why so many people choose to live here. It is the old-way of doing business with a handshake; the ranching and cattle industry (which is how rodeo first got its start); and the friendly face-to-face interactions that still continue at the World’s Oldest Rodeo.

Tradition – this is where we hang our hat! This Rodeo is known around the world for its traditions. From the historic way we host our grand entry (serpentine style), to the wild horse race (as we start the rodeo events), to the team ropers who come out of the same box (very unique to this rodeo) and the history of how professional rodeo got its start here at the World’s Oldest Rodeo (rules used today were established at this rodeo). It is truly our goal that each of you find yourself embraced in an Authentic, Western, and Traditional experience.

WRANGLER PRORODEO TOUR RODEO:
The World’s Oldest Rodeo® is listed as one of 22 rodeos in the U.S. included as part of the Wrangler ProRodeo Tour and will be covered on ProRodeoTV.com. http://prorodeo.com/prorodeo/tours-circuits/wrangler-prorodeo-tour
TICKET OFFICE is NOW OPEN!
Ticket office is located on the Prescott Rodeo Grounds in the east-end of the parking lot. Hours are Monday-Friday 10 a.m. to 6 p.m. and Saturdays 10 a.m. to 2 p.m. Closed Sundays. Ticket sales are higher than ever before, but **good seats are still available** and can be purchased either by visiting the ticket office (located on the east end of the arena), on the website [www.worldsoldestrodeo.com](http://www.worldsoldestrodeo.com) or by visiting the mobile app (Rodeo 1888). Prescott Frontier Days, Inc. has been notified of a fraudulent website offering tickets for the 2019 World’s Oldest Rodeo. The website that is fraudulent is [https://www.ticketcenter.com/Search?query=worlds+oldest+rodeo](https://www.ticketcenter.com/Search?query=worlds+oldest+rodeo). Tickets purchased anywhere other than on [www.worldsoldestrodeo.com](http://www.worldsoldestrodeo.com) or through the mobile APP (Rodeo 1888) or at the ticket office will not be honored at the door.

**PARADE: Saturday, July 6 at 9 a.m. in downtown Prescott**

**Theme: Authentic, Western, Tradition**

To properly kick off the parade, Prescott Frontier Days, Inc.® proudly announces the parade grand marshal as a rodeo legend, friend of the World’s Oldest Rodeo®. Prescott Frontier Days® proudly announces the parade grand marshal, Mr. Clyde Allred. Clyde Allred was born on August 24th, 1924. Clyde has won many All-Around titles in the state including Yuma, Flagstaff, Payson twice, Tucson, and Prescott in 1965. He won the calf roping, wild-cow milking, and second in team tying also in Prescott. When he quit roping, he worked at Prescott and Turf Paradise as the State Stewart for the Arizona Racing Commission. He retired in Thatcher Arizona in 1984.

Parade entries are encouraged to show their western traditions or highlight authentic traditions with their business/organizations.

**VOLUNTEERS Needed!**

Gather your friends and join us for Prescott’s most anticipated event of the year. Volunteers are needed from July 1 through July 7 to help with ticket taking, ushering, security, parade assistance, rodeo hospitality and much more! It is possible to volunteer for all eight performances or just one. Waivers are required and available on [www.worldsoldestrodeo.com](http://www.worldsoldestrodeo.com) or in the rodeo office, located at 840 Rodeo Drive in Prescott. For more information, please contact the rodeo office at 928-445-3103.

**Know Before You Go Policy: Security measures will be enforced again this year**

As part of new security measures, Prescott Frontier Days®, Inc. will strictly enforce the enhanced security measure throughout the Prescott Rodeo Grounds. The safety of everyone is paramount at each performance, before, during and after each rodeo. To ensure safety and efficiency, a clear bag policy will be in effect at all eight rodeo performances and is consistent with industry standards nation-wide. To learn what is permitted at the rodeo, please visit the website and click on the “Know Before You Go” policy.

**Gates Open Early – Two Hours Prior to each performance**

Gates open two hours prior to each performance so come early, shop the quality vendors, get good parking and eat great food before the crowds! Gates open for the matinee performance at 11:30 and 5:30 for the evening performances.

**Rodeo Dance: BMO Harris Bank Parking Lot, Sheldon and Montezuma**

Thursday, July 4 – Saturday, July 6 – Featuring local band 5 in the Wheel

Thursday AND Friday nights are family night so bring your entire family and kick up your heels! Tickets: $5/person, can be purchased at the door. Band runs from 8 p.m. to 1 a.m. each night.

**Due to July 4 festivities at Watson Lake, please remember the alternate routes to get downtown as State Route 89 will be closed from 2 p.m. to 10 p.m. Traffic will need to use either Willow Creek Road or State Route 69 to get to the dance that night.**

**Complimentary Shuttle – special thanks to Bucky’s and Yavapai Casinos**

Rodeo fans can enjoy the World’s Oldest Rodeo® with ease using the complimentary shuttle service. The shuttle will run two hours prior to EACH rodeo performance and two hours after and will comfortably transport people to the rodeo grounds, dropped off at the ticket office. Each ticket holder has a $10 voucher to use at either Bucky’s or Yavapai Casinos during Prescott Frontier Days. Pickup will be at Frontier Village across from Einstein Bagels. It is a first-come first-served basis. Spread the word!
RODEO SCHEDULE AND PERFORMANCE SPONSORS - * DENOTES MATINEE PERFORMANCE

Monday, July 1, 7:30 p.m. – Daily Courier
Tuesday, July 2, 7:30 p.m. – Wrangler – Tough Enough to Wear Pink
Wednesday, July 3, 7:30 p.m. – Ram/York Dodge
Thursday, July 4, 1:30 p.m. – Country Bank
Friday, July 5, 7:30 p.m. – Jack Daniels
*Saturday, July 6, 1:30 p.m. – Murphy’s Restaurant
Saturday, July 6, 7:30 p.m. – Coors
*Sunday, July 7, 1:30 p.m. – Pepsi

SPECIAL EVENTS

Happy Hearts Rodeo for Exceptional Children (www.horseswithheartaz.org)
July 1 – Prescott Rodeo Grounds

Rodeo Dance
July 4 through July 6 - 8:00 p.m. to 1:00 a.m. - Family night, July 4 & 5
BMO Harris bank parking lot (Downtown Prescott)
303 N. Montezuma, Prescott

Kiwanis Kiddie Parade
July 5, 8:30 a.m. - Cortez & Goodwin

Prescott Frontier Days®, Inc. Parade, Sponsored by Barrett Propane
Theme: Authentic, Western, Tradition - Saturday, July 6 at 9:00 a.m. – Courthouse Plaza

Rodeo Days Fine Arts & Crafts Show
July 5-7 – Courthouse Plaza - www.prescottdowntown.com

Cowboy Church
July 7, 10 a.m. – Prescott Rodeo Grounds

Please join us on our social media platforms (Facebook, Twitter, Instagram) to keep up with us and share your rodeo photos and engage with Prescott Frontier Days®! Tickets are now available by phone (928-445-4320) and on the website, or at the gate. Purchasing tickets in advance is encouraged as sell outs are possible. No refunds or exchanges.

Professional photography provided with this release have been pre-authorized to use in promotion of the World’s Oldest Rodeo®. Usage of non-authorized photographs, not provided by the Prescott Frontier Days, Inc.® is prohibited.

See you at the R-O-D-E-O!