



Amarillo Convention and Visitor Council
1000 S. Polk St. * Amarillo, TX 79101
806-374-1497 * 806-584-6792 (cell)

May 26, 2017

Eric W. Miller * Director of Communications

eric@visitamarillotx.com

www.visitamarillotx.com

Coors Cowboy Club Cattle Drive Returns June 1

The Coors Cowboy Club Cattle Drive, steeped in the historical roots of Amarillo, returns for its fourth year on Thursday, June 1, 2017.

Sixty longhorns along with other non-motorized groups and accompanying riders will start from the corner of 11th & Polk St. at 6 p.m., in a procession that harks back to the emergence of Amarillo as a cattle shipping market in the late 1800s and early 1900s.

The route will take the cattle north on Polk St. to 3rd Ave. The group will turn right and head towards the Tri-State Fairgrounds. At the intersection with Marrs, the drive will turn right and shortly thereafter the drive turns left on 10th to head into the fairgrounds under the lighted arch. The cattle drive will cover the route in about an hour.

Spectators are encouraged to cheer on the cattle and riders from any point along the route but **7th and Polk may be the prime location to view the drive.** Esquire Jazz Club will present jazz music before and after the cattle drive. And the soon-to-be Moondoggy's restaurant will have some cold Coors beer to hand out to those of age.

Back for 2017 is the Coors Cowboy Club Cattle Drive Photo & Video Contest. Here are the details for the contest-

--entries from amateur photographers and videographers, only.

--photos may be taken from any vantage point along the cattle drive, however absolutely NO one will be allowed to go in the street to take photos or video.

--photos must be at least 300 dpi.

--videos may be no longer than 1 minutes.

--submit photo entries to newmedia@amarillo.com.

--submit video entries by sending a link to dan@visitamarillo.com. Videos must be hosted on a reliable video service (YouTube, Vimeo or the like).

--deadline to submit photos and videos is Monday, June 5 at 6 p.m.

--this year's theme is "celebration." All photos should express the thought that this event is a celebration of our history as well as our future.

--The winning photographer and videographer will each receive \$500.

This contest is coordinated by the Amarillo Convention and Visitor Council and is sponsored by the Amarillo Globe-News and Center City of Amarillo. The cattle drive is sponsored by the Amarillo Convention & Visitor Council. All photo and video entries will be the property of the Amarillo Convention and Visitor Council and may be used in promotions and/or advertising.

The longhorns will remain on display at the fairgrounds during the 30th Anniversary Coors Cowboy Club Ranch Rodeo, which is June 2-3 in the Amarillo National Center.

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com