



PRESS RELEASE
For Immediate Release

For more information, or to schedule an interview, contact: Kirstin Carlson, Event Secretary
KirstinJCarlson@hotmail.com, (575) 706-2404

Or, contact: Lyndsey White, Tourism & Communication Specialist for *VisitMidland*,
Lyndsey@visitmidland.com, (432) 686-3567

LARGEST BARREL RACING EVENT IN WEST TEXAS TO TAKE PLACE IN MIDLAND

MIDLAND, TEXAS, September 13, 2017 – The 6th Annual Live Life To The Fullest memorial barrel racing event, benefitting the Kelsey Mae Davis Memorial Scholarship Fund, is coming to Midland September 22-24 at the Midland County Horseshoe Arena.

This is the largest barrel racing event in all of West Texas with over 800 entrants and almost \$70,000 in prize money, a one of a kind silent auction, and vendors with unique items for purchase.

“The Midland County Horseshoe Arena is a first class facility that provides easy access for our contestants on Interstate 20, ample accommodations, and a central location between Fort Worth and El Paso,” said Jeanette Scott, Kelsey Mae Davis’ mother and fearless leader of the event.

“This is a barrel racing event like no other!” said Scott. “In addition to being able to watch top competitors guide their horses at racehorse speeds around three barrels, visitors will also be able to find unique items at the “one of a kind” silent auction all while supporting education opportunities for our country’s youth. We simply follow Kelsey’s final charge to us, “Be Bold! Live Life to the Fullest!”

Interviews are available during set up on Thursday, September 21 in the afternoon or September 22-24 from 7:00 a.m. to 6:00 p.m. daily.

The **Kelsey Mae Davis Memorial Scholarship** offers three types of scholarships: a traditional academic; a vocational; and a non-traditional scholarship. The traditional scholarship is for graduating seniors wishing to pursue a four year academic degree at an accredited college or university. For those seniors whose passion lies not in the classroom, but in a more vocational career such as farrier, cosmetology, welding, mechanic, EMT/Paramedic, etc. the vocational scholarship is for you. Not limited to graduating high school students, the Kelsey Mae Davis Memorial Scholarship also offers opportunities for college students who have earned more than 60 credit hours and adults wishing to go back to school through its non-traditional scholarship. For additional information on the barrel racing event and scholarship, visit www.LL2Fbarrelrace.com.

The mission of **VisitMidland** is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. The above information has been provided by Live Life to the Fullest Barrel Race and distributed by *VisitMidland*. This event is projected to bring in \$87,114 in estimated direct visitor spending to the Midland economy. For information on where to eat, play, shop, and stay in Midland, visit www.VisitMidland.com.

###

303 W. Wall Street, Suite 200, Midland, Texas 79701
(432)683-3381 | www.VisitMidland.com