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PRESS RELEASE

For Immediate Release



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PROFESSIONAL ARMED FORCES RODEO WORLD FINALS VETERAN'S DAY WEEKEND

Come Support the Troops!



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Midland, Texas (11/2, 2016) — The Professional Armed Forces Rodeo Association (PAFRA) will host their World Finals Rodeo for U.S. military men and women at the Midland County Horseshoe, 2514 Arena Trail, Veteran's Day weekend, Thursday Nov. 10 through Saturday Nov. 13th with 3 performances at 7pm each night. The finals will culminate Sunday Nov. 13th with an Appreciation Award Banquet for all the World Champions. The Awards Banquet is sponsored by the VFW #4149 & #4372. Event planners hope to fill the entire Horseshoe Arena with supporters of the men and women who serve this country.

Dan Stewart, PAFRA President, who served in the United States Airforce, Retired, and is part of the team supporting the World Finals in Midland said "What a way to support our soldiers, with an action-packed rodeo, of all military men and women. We are so excited to return to the Horseshoe Arena on Veteran's Day weekend. The Horseshoe and their staff have been an unbelievable partner in the success of our World Finals for 7 consecutive years."

Stewart added "Spectators can expect to see active duty, guard, reserve, and honorably-discharged veterans and their dependents compete. Contestants will be coming from all over the United States, including 10 from Alaska. Currently we are expecting 85 contestants. We want our community to come support the 3 performances in hopes of continuing to make Midland and the Horseshoe Arena the PAFRA World Finals permanent home city and venue. Events like this generate great economic impact to our area especially weekend tourism dollars."

Tammy Dooley, Vice President of Marketing for Dooley Management Company whose company operates the Midland County Horseshoe arena added "This is one of the Horseshoe's Showcase Events. The World Finals' brings in contestants, their families, spectators, stock contractors, vendors and numerous military support groups who all enjoy Midland area hotels and restaurants." Additionally, "There are numerous local military organizations who support the Finals, including the Midland Vet Center, VFW #4149, 40 Something Cowgirls, Show of Support, VFW #4372 Honor Guard, HospiceMidland We Honor Veterans, Patriot Guard Riders, Soldiers of Today and Yesterday, Honor Flight and many others."

Dooley, stated "This event is more than a rodeo, along with the great competition of the rodeo events, spectators are really moved by the patriotic performances. The Grand Entry saluting each branch of service with service flags being displayed at full speed on horseback

by contestants is so exciting. But when the flag draped horse enters the arena to silence, you really-stop, and appreciate what this rodeo is all about. This year the event will include a performance by Escaramuza Perla Del Desierto (Midland Side Saddle Team) on Fri & Sat Night. The World Finals would not be possible without the loyal and generous support from the PAFRA Team Midland, made up of individuals and organizations who work year-round to plan the event. These include Midland County Horseshoe Arena, Midland Chamber of Commerce, City of Midland, Midland Convention & Visitor Bureau, VisitMidland Sports & Entertainment and with exceptional support from Stephanie Martin, Brad Barnett and LeAnne Thornton.”

The rodeo is open to the public and tickets can be purchased at the Midland County Horseshoe Arena Box Office or online. It will feature events such as bull riding, barrel racing, bareback riding, saddle bronco riding, tie down roping, breakaway roping, steer wrestling, chute dogging and team roping. Rodeo Performances: Fri 7pm nightly Doors open one hour before each performance. Tickets: \$15 Adult, \$8 Child (12 and under). VIP Sponsor Tables and Packages available. All Military Veterans are FREE to attend the event.

PAFRA is a non-profit, tax-exempt veteran’s organization comprised of active duty service men and women, reservists and honorably-discharged veterans. PAFRA’s goal is to provide a venue where men and women who share the bond of military service can come together and compete in the sport of rodeo. PAFRA was formed in 2000. Members can compete at local rodeos in their areas and accumulate points for PAFRA. Currently, they have eight circuits encasing the U.S. and Europe. The PAFRA World Finals Rodeo is the association’s final event where members travel from all over the world to compete. All PAFRA donations and sponsorships are tax-deductible.

For more information, visit www.pafra2000.com. For sponsorship or ticket information contact Tammy Dooley at the Horseshoe Arena at 432-682-1300 or (254) 897-9533.

