



109 N. Main
Midland, Texas 79701

800.624.6435
432.683.3381

fax 432.686.3556
www.VisitMidlandTexas.com

Follow us for daily
news and updates:



Midland Visitors Bureau



@MidlandCVB



www.midlandcohorseshoe.com

Nov. 3, 2015

PRESS RELEASE

For Immediate Release

For more information & to schedule interviews, contact:

Adam Pollard, PAFRA President
vp@pafra2000.com 432-770-0941
www.PAFRA2000.com

Tammy Dooley, Vice President Marketing & Promotions, Horseshoe Arena
tammy@dooleyman.com 254-897-9533
www.midlandhorseshoe.com

PROFESSIONAL ARMED FORCES RODEO WORLD FINALS IN MIDLAND VETERAN'S DAY WEEKEND

Come Support the Troops!

Midland, Texas (Nov. 3, 2015) — 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, Friday, Nov. 13 and Saturday, Nov. 14. There will be three performances followed by a Sunday, Nov. 15 community team roping fundraiser for the armed forces event. Event planners hope to fill the entire Horseshoe Arena with supporters of the men and women who serve this country.

Adam Pollard, PAFRA President, from Midland, served in the Marines and is part of the team supporting the World Finals in Midland.

"What a way to support our soldiers, with an action packed rodeo, of all military men and women," said Pollard. "We are so excited the new Pavilion has opened allowing the Horseshoe Arena to become available on Veteran's Day weekend which has always been our preference. The Horseshoe and their staff have been an unbelievable partner in the success of our World Finals."

Pollard 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. 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."

"This is one of the Horseshoe's Showcase Events," said Tammy Dooley, vice president of marketing for Dooley Management Company whose company operates the Midland County Horseshoe arena. "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. There are numerous spin-off events: the Friday and Saturday night after party at Rockin' Rodeo where you can meet the contestants; the community and contestant fund raising team roping Sunday Nov. 15, and cowboy church service Sunday morning at the Horseshoe."

"This event is more than a rodeo, along with the great competition of the rodeo events, spectators are really moved by the patriotic performances," said Dooley. "The Grand Entry

-continue-

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 rodeo will include Mutton Bustin' for the second time and is always a popular event."

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 are: 7 p.m. on Friday, 1 p.m. and 7 p.m. on Saturday. Doors open one hour before each performance. Ticket prices are \$9 for adults, \$5 for children for matinee performances; \$12 for adults, \$8 for children for evening performances. VIP sponsor tables and packages are available.

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 are allowed to 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.

*The mission of the **Midland, Texas Convention & Visitors Bureau (CVB)** is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. For more information on the Midland CVB, or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit www.VisitMidlandTexas.com.*

The above information has been provided by the Midland County Horseshoe and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in \$708,000 in direct visitor spending to the Midland economy.

###