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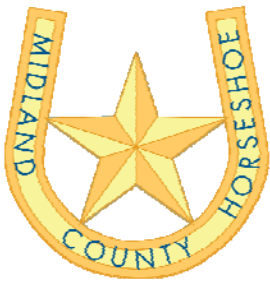
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## ARENA & PAVILION

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July 3, 2015

## PRESS RELEASE

For Immediate Release

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## PROFESSIONAL ARMED FORCES RODEO WORLD FINALS RETURNS TO MIDLAND FOR 5<sup>TH</sup> CONSECUTIVE YEAR Come Support the Troops!

*Midland, Texas (July 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, for the fifth year in a row, Veteran's Day weekend, Friday Nov. 13 and Saturday Nov. 14 with three performances followed by a Sunday, Nov. 15 community team roping fund raiser 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.

"This move to Veteran's Day weekend will help grow this patriotic event as event planners intended when they came to Midland five years ago," said Adam Pollard, PAFRA president. Pollard is from Midland, served in the Marines and is part of the team supporting the World Finals in Midland. "We are so excited the new Pavilion has opened, allowing additional dates to become available with dirt in the Horseshoe Arena. Before the Pavilion was completed the venue was so booked that PAFRA had a hard time getting available dates. The move to Veteran's Day weekend will be better for participants as well."

"Spectators can expect to see active duty, guard, reserve, and honorably-discharged veterans and their dependents compete," Pollard adds. "Contestants will be coming from all over the United States. This is the Horseshoe's 5<sup>th</sup> year to host the World Finals and we hope to make Midland and the Horseshoe the permanent home city and venue. Events like this generate great economic impact to our area especially weekend tourism dollars"

"This is our convention on horseback," said Tammy Dooley, vice president of marketing for Dooley Management Company, who 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 where you can meet the contestants; the community and contestant fund-raising team roping Sunday Nov. 15, hosted by Pollard; and cowboy church service Sunday morning at the Horseshoe."

"Midland has been so supportive of the World Finals through sponsorships, ticket sales and media coverage," said Dooley. "This support is what it takes to continue to be the World Finals host city and venue. They have a choice, and are always solicited by other cities and venues, and we are so pleased they have returned for five consecutive years to Midland and the Horseshoe."

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“Along with the great competition of the rodeo events, spectators are really moved by the patriotic performances, like the Reining Horse Memorial Tributes and the Grand Entry saluting each branch of service with service flags being displayed at full speed on horseback by contestants,” adds Pollard. “This year the rodeo will include Mutton Bustin’ for the second time and it’s 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. Friday, 1 p.m. and 7 p.m. Saturday. Doors open one hour before each performance. Tickets: matinee \$9 adult, \$5 child; evening performances \$12 adult, \$8 child. 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](http://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](http://www.VisitMidlandTexas.com).*

*The above information has been provided by the Midland County Horseshoe Arena & Pavilion and distributed by the Midland Convention & Visitors Bureau.*

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