

Midland Convention &
Visitors Bureau

109 N. Main
Midland, Texas 79701

800.624.6435
432.683.3381

fax 432.686.3556

www.VisitMidlandTexas.com



July 1, 2010

PRESS RELEASE - *For Immediate Release*

Contact: Brenda Kissko, Tourism & Public Relations Manager
(432) 686-3567

**FREEDOM CLASSIC BARREL RACING IN MIDLAND THIS
WEEKEND**

Midland, Texas —On July 3, 4 and 5, the Tex-Mex Barrel Racing Association (TMBRA) will host the Freedom Classic Barrel Racing at the Midland County Horseshoe, 2514 Arena Trail.

“We will have very talented, fast horses and riders,” said Laura Messer, director of the TMBRA. “We will have riders of all ages. We will also have several vendors at this event with Western and non-Western items.”

There will be a regular TMBRA Jackpot on Saturday with books opening at 10:00 a.m. There will be saddles, buckles, halters and average money on Sunday and Monday. Riders must enter both days to be eligible for the average.

“The Midland Convention & Visitors Bureau is proud to partner with the Horseshoe to help bring events like this one to Midland,” said Christopher Havins, convention sales manager. “With our great ranching history, bringing in rodeo sports events, like the Freedom Classic Barrel Racing, helps to continue and enhance our West Texas culture. These visitors impact our local economy by eating in our restaurants, shopping in our stores, and visiting our attractions.”

For more information, contact Laura Messer at (432) 553-4681 or Troystrans@aol.com.

The above information has been provided the Tex-Mex Barrel Racing Association and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in \$30,000 in economic impact

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination

###