



Amarillo Convention and Visitor Council
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Coors Cowboy Club Cattle Drive On May 31

The Coors Cowboy Club Cattle Drive, steeped in the historical roots of Amarillo, returns for its fifth year on Thursday, May 31, 2018.

Sixty longhorns along with other non-motorized groups and riders will start from the corner of 11th & Polk St. at 6 p.m. in a procession that harks back to the emergence of Amarillo as a premiere cattle shipping market in the late 1800s and early 1900s.

The cattle drive returns to its original route. It heads north on Polk and turns right on 3rd. It turns right again on to Taylor, past the old Potter County Courthouse. It will turn left on 6th and left again onto Buchanan. The drive follows Buchanan to 3rd and turns right on 3rd towards the Tri-State Fairgrounds.

At the intersection with Marrs, the drive will turn right for a couple of blocks and then turn left on 10th to head into the fairgrounds under the lighted arch. The cattle will cover the route in about an hour.

Spectators are encouraged to cheer on the cattle and riders from any point along the route.

The longhorns will remain on display at the fairgrounds during the Coors Cowboy Club Ranch Rodeo, which is June 1 & 2, 2018 in the Amarillo National Center.

Back for 2018 is the Coors Cowboy Club Cattle Drive Photo Contest. Here are the contest details-

--entries from amateur photographers, only.

--photos may be taken from any vantage point along the drive, however absolutely NO one will be allowed to go in the street to take photos.

--if a photo/photos are selected, the CVC will receive high resolution pictures.

--all photos MUST be submitted at www.visitamarillo.com/2018-cattle-drive-photo-contest

--deadline to submit photos is Monday, June 4 at 6 p.m.

--this year's theme is "Show Me the Beef!".

--The winning photographer will be announced at a High Noon on the Square concert and will receive \$500.

The photo contest is coordinated by the Amarillo Convention and Visitor Council and is sponsored by the Amarillo Globe-News and Center City of Amarillo. The major cattle drive sponsor is the Amarillo Convention & Visitor Council. Other sponsors include Moondoggy's Pizza and Pub, the Esquire Jazz Club and Six Car Pub and Brewery. All photo entries will be the property of the Amarillo Convention and Visitor Council and may be used in promotions and/or advertising.

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com