



PRESS RELEASE
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American Junior Rodeo Association Youth Rodeo Coming to Midland

Midland, Texas— The American Junior Rodeo Association Youth Rodeo is coming to the Midland County Horseshoe Arena March 22-24.

This is the association's qualifying event during the 2018-2019 season and enables members to qualify for the 67th Annual AJRA National Finals Rodeo. Over 200 contestants from Texas, New Mexico, Oklahoma and Colorado will be competing for \$25,000 added cash at this great event.

Spectators can expect action in the main and livestock arenas. Each arena will have some of the most talented and competitive athletics ranging in ages 19 and under.

"The Midland County Horseshoe Arena is a fabulous facility to host a rodeo event," said AJRA Secretary/Manager, Mary McMullan. "The town of Midland has numerous attractions for the contestants and families to enjoy during their stay."

Rodeo performances begin at 7:00pm Friday, March 22, 9:00am and 7:00pm Saturday, March 23 and 9:00am Sunday, March 24. Admission is free to spectators.

Photos and interviews are available Saturday, March 23 at 3:00pm.

American Junior Rodeo Association (AJRA)

The mission of the AJRA is to provide rodeo youth the opportunity to compete in an environment modeled after the PRCA that will prepare them for higher levels of competition, to encourage their competition through the pursuit of attaining a higher education, to be mindful of the sport's western heritage and the values garnered from that heritage such as hard work, family unity and Christian values while providing the youth members opportunities of leadership through directorships. www.ajra.org

VisitMidland

The mission of VisitMidland is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. The above information has been provided by the American Junior Rodeo Association and distributed by VisitMidland. This event is projected to bring in \$33,854 in estimated direct visitor spending to the Midland economy. For information on where to eat, play, shop, and stay in Midland, visit www.VisitMidland.com.

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