



MEDIA ADVISORY

American Royal Rodeo Celebrates 75 Years

Two Weeks of Western Rodeo Action Coming to Kansas City in April and May

For the past 75 years, the American Royal Rodeo has been a staple event in Kansas City. The PRCA-sanctioned ProRodeo, presented by Reed Automotive Group, will attract the country's top cowboys and cowgirls on their quest to secure a spot in the coveted National Finals Rodeo, while the Youth Rodeo will feature today's top young rodeo athletes.

WHAT

Multiple media opportunities are available during the two-week event.

ProRodeo: This year's ProRodeo will bring three action-packed nights of entertainment to Kansas City, from tailgating in the beer garden to multi-event western action in Hale Arena and live entertainment from local bands each night. Tickets start at \$30 and can be purchased at americanroyal.com/rodeo.

Youth Rodeo: The Youth Rodeo, which changed dates this year, will be held the week prior to the ProRodeo. Youth Rodeo contestants, age 19 and under, will compete for over \$100,000 in prize money through traditional rodeo events, craftsmanship, self-marketing and photography contests, and a contract act showcase.

Educational field trips attracting nearly 3,000 local second and third grade students will happen in conjunction with the Youth Rodeo. Students will learn how their food is produced and explore interactive agriculture and western experiences, including mobile milking demonstrations and trick horse riding.

125th Anniversary: The rodeo festivities are one of the first on the American Royal's full calendar of events celebrating its 125-year legacy and the first public opportunity for the Kansas City community to participate in a storytelling booth. The 125th anniversary storytelling booth provides a space for anyone to share their personal stories, memories and historical narratives about the American Royal's legacy or events.

WHEN

Youth Rodeo and Educational Field Trips:

April 24-26

Youth performances start at noon each day; field trip participants arrive at 9 a.m.

ProRodeo:

May 2-4

Performances start at 7 p.m. each day

WHERE

American Royal Complex
1701 American Royal Court
Kansas City, MO 64102

MEDIA DETAILS

Media may schedule interviews during the Youth Rodeo to preview rodeo events and cover the educational field trips. Opportunities with competitors, announcers or American Royal spokespeople can also be arranged during the ProRodeo dates.

Media pass: A media pass will be required for all rodeo events and can be picked up at the VIP check-in at the rodeo. Complete a media pass request form in advance [here](#).

For more information about the American Royal Rodeo, visit americanroyal.com/rodeo.

CONTACT

To arrange interviews in advance, please contact:

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