



2010 La Fiesta de los Vaqueros\*

## 2010 FACT SHEET – 85th ANNUAL LA FIESTA DE LOS VAQUEROS

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### **DATES & TIMES:**

- Saturday, Feb. 20, 12:30 p.m.\* – First Tucson Rodeo
- Sunday, Feb. 21, 12:30 p.m. – Second Tucson Rodeo -- Tough Enough to Wear Pink Day – ticket proceeds support the Susan G. Komen Foundation for breast cancer research and education.
- Monday-Tuesday, Feb. 22-23, 8 a.m. - Slack competition for steer wrestling, tie-down and team roping and barrel racing.
- Wednesday, Feb. 24 – 8 a.m., Barrel Racing slack; 10 a.m., Gold Card Team Roping; noon, Mike Cervi Jr. Memorial Team Roping with proceeds benefitting the Justin Cowboy Crisis Fund.
- Thursday, Feb. 25, 12:30 p.m. –Third Tucson Rodeo.
- Friday, Feb. 26, 12:30 p.m. – Fourth Tucson Rodeo.
- Saturday, Feb. 27, 12:30 p.m. – Fifth Tucson Rodeo.
- Sunday, Feb. 28, 12:30 p.m. – Tucson Rodeo Finals.

*\*Pre-rodeo events begin at 12:30 p.m., ProRodeo begins at 2 p.m. each rodeo day*

### **BACKGROUND:**

Every February, Tucson returns to its Old West roots during La Fiesta de los Vaqueros, the community's Celebration of the Cowboys established in 1925. This major outdoor event attracts locals and visitors from all over the world bringing \$16 million in economic impact to the community. Schools close on Thursday and Friday of rodeo week so families can enjoy the festive rodeo traditions.

In the sport of rodeo, La Fiesta de los Vaqueros is one of the top 25 rodeos sanctioned by the Professional Rodeo Cowboys Association (PRCA) with prize monies over \$320,000. The sport's current and former World Champions and National Finals Rodeo qualifiers dominant the entry list of over 650 contestants. Competitive events include bareback and saddle bronc riding, steer wrestling, team and tie-down roping, women's barrel racing and bull riding.

La Fiesta de los Vaqueros is organized and operated by the Tucson Rodeo Committee, Inc., a nonprofit, volunteer group.

### **ARENA:**

Tucson Rodeo Grounds, 4823 S. 6th Ave. Northeast corner of Irvington Road and S. 6th Ave.  
Seating for 11,000 spectators each day.

### **PUBLIC INFORMATION:**

E-mail: info@tucsonrodeo.com. Call (520) 741-2233, or (800) 964-5662. Write Tucson Rodeo, P.O. Box 11006, Tucson, AZ 85734. Web site: www.tucsonrodeo.com

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**RODEO TICKET LOCATIONS:**

Online tickets at [www.tucsonrodeo.com](http://www.tucsonrodeo.com); by phone at (520) 741-2233, or (800) 964-5662, in person at Tucson Rodeo Ticket Office, 4823 S. 6th Ave.

**TICKET PRICES:**

Rodeo tickets from \$16-\$26. All seats reserved.

Slack, Feb. 22-23: \$5 at the gate, children under 13 free.

Gold Card Roping/Mike Cervi Jr. Memorial Team Roping, Feb. 24: \$10 at the gate, children under 13 free. Proceeds benefit the Justin Cowboy Crisis Fund.

**PARKING:**

Main lot at Tucson Rodeo Grounds, \$5 per car. No parking fees on Monday-Wednesday, Feb. 22-24.

**RODEO EVENTS:**

PRCA Rodeo: bareback riding, steer wrestling, saddle bronc riding, tie-down roping, team roping, women's barrel racing and bull riding.

**OTHER EVENTS:**

Special events at 12:30 p.m. each day of the Tucson Rodeo include children's Dodge Mutton Bustin' and the Justin Junior Rodeo.

**FORMAT:**

The Tucson Rodeo features six rodeos. The top 12 cowboys and cowgirls from the Saturday-Saturday rodeo performances return on Sunday, Feb. 28 for the Tucson Rodeo Finals. The Professional Rodeo Cowboys Association (PRCA) sanctions the Tucson Rodeo.

**PRIZE MONEY:**

The Tucson Rodeo purse, plus entry fees, equal over \$320,000 in total prize money. Tucson Rodeo is ranked among the top 25 professional rodeos in North America based on prize monies.

**SLACK:**

Slack for steer wrestling, tie-down and team roping on Feb. 22-23 is open to the public. \$5 general admission. Tickets available at the gate only. Free admission for school groups (no reservations necessary). Parking is free. Slack does not include barrel racing and roughstock events (bull riding, bareback and saddle bronc riding). Slack does not include any entertainment features.

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