



CALENDAR RELEASE

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What: 92nd Annual La Fiesta de los Vaqueros® -- Tucson Rodeo & Parade

When: February 18-26, 2017 – 12:30 p.m.

Where: Tucson Rodeo Grounds, 4823 S. Sixth Ave., Tucson, Ariz.
Outdoor arena with seating for 11,000

Arizona's celebration of the cowboys, La Fiesta de los Vaqueros, has been heralded as Southern Arizona's oldest and most celebrated heritage event since its inception in 1925. This annual event is centered around the Tucson Rodeo, one of the top 25 rodeos on the Professional Rodeo Cowboys Association (PRCA) calendar.

The sports' best cowboys and cowgirls compete in six rodeo performances on February 18 and 19, and February 23-26. Tickets are \$15-\$31 (all taxes and fees included) and are available in advance at TucsonRodeo.com, or by calling (800) 964-5662.

Rodeo activities begin at 12:30 p.m. each day with 4 to 6 year olds participating in RAM Mutton Bustin' and 6 to 15 year old cowboys and cowgirls competing in the Justin Junior Rodeo. The Pro Rodeo kicks off at 2 p.m. sharp and includes bareback riding, steer wrestling, saddle bronc riding, tie-down roping, team roping, women's barrel racing and bull riding. ProRodeo clown of the year Justin Rumford entertains throughout the day. The Tucson Rodeo enlists over 700 professional cowboys and cowgirls competing for a share of a \$460,000 purse.

Special events include a photo workshop hosted by Canon on opening day, February 18, and a \$15-. Visit TucsonRodeo.com for more information.

The [Tucson Rodeo Parade](http://TucsonRodeo.com) is billed as the longest non-motorized parade in the world. An estimated 150,000 spectators line the parade route to see over 150 western-theme floats and buggies, Mexican folk dancers and marching musical groups. The parade is Thursday, February 23 at 9 a.m.; grandstand seating is \$10 for adults and \$5 for children under 13. See TucsonRodeoParade.com for more information. Area schools close on Thursday and Friday of rodeo week so families can enjoy the annual Parade and Rodeo. This tradition was established in 1925 when La Fiesta de los Vaqueros debuted.

La Fiesta de los Vaqueros is staged by the nonprofit Tucson Rodeo Committee and Tucson Rodeo Parade Committee. A portion of the rodeo proceeds benefit a University of Arizona scholarship fund and community groups including Downtown Lion's, 4-H and Rotary Clubs. This annual event also contributes over \$20 million to the local economy with 40% of attendees coming from outside the state of Arizona. Spending to feed and care for over 1,000 horses and other livestock at the Tucson Rodeo Grounds also contribute to local businesses.

For more information, call (520) 741-2233, (800) 964-5662, or visit TucsonRodeo.com.

La Fiesta de los Vaqueros History

In February 1925, Leighton Kramer, president of the Arizona Polo Association, paraded area cowboys, visiting trick riders, folk dancers and marching bands through downtown Tucson en route to a polo field near the University of Arizona. There a long-planned, community-sponsored rodeo and Wild West show debuted to a full house.

The first La Fiesta de los Vaqueros featured four events—steer wrestling, steer tying, calf roping, and saddle bronc riding. The purse was \$6,650. Special events included a wild horse race, lady bronc rider Tad Lucas, and Jack Brown who bulldogged (wrestled) a steer from a Packard automobile.

La Fiesta de los Vaqueros was devised to attract winter visitors to the many guest ranches and scenic haciendas that dotted the desert region. Celebrating the heritage and contributions of the cowboy and Mexican vaquero proved to be a theme as popular today and it was over nine decades ago.

The town of Tucson has grown into a metropolitan area with one million residents and the community continues to tout La Fiesta de los Vaqueros as a favorite tradition. The event attracts visitors from all over the world, schools close on Thursday and Friday of rodeo week and visitors come to experience the area's Old West traditions, including this championship rodeo staged outdoors under desert skies.

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