



FOR IMMEDIATE RELEASE: Aug. 9, 2018

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Cal Farley's to host 74th annual Boys Ranch Rodeo +adventureFEST

BOYS RANCH – Cal Farley's Boys Ranch, an Amarillo-based organization which has met the needs of children and families across the United States for nearly 80 years, will host the 74th annual Boys Ranch Rodeo +adventureFEST on Saturday, Sept. 1, said Dan Adams, president and CEO.

"The Boys Ranch Rodeo is one of the most significant events for our community each year," Adams said.

Continuing a 7-decade tradition, the annual rodeo will feature the talents of the boys and girls of Cal Farley's, ages 5-18, in categories ranging from mutton busting to bronc riding. A barbeque lunch is included in the \$10 ticket price. Festivities kick-off at 10 a.m., with lunch at noon and rodeo action beginning at 2:30 p.m.

Each year, the Boys Ranch Rodeo features an accompanying festival called "adventureFEST." This family-centered, midway-style event offers food, games, hands-on learning and souvenirs for the whole family from 10 a.m. to 2 p.m.

Rodeo tickets are available online at calfarley.org/rodeo, by calling 800-687-3722, in person at the Cal Farley's Campus Support Center, 600 SW 11th Ave., Amarillo, or at the gate on the day of the event. General admission for children ages 6 and under is free. Box seating is available.

Cal Farley's is grateful to its corporate partners, including Texas Dodge, All-Star Dodge, First United Bank, Toot'n Totum, Amarillo National Bank, Hirtle Callaghan & Co., and J. Lee Milligan, Inc. for their invaluable assistance in making the 74th annual Boys Ranch Rodeo +adventureFEST a success.

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About Cal Farley's

Established in 1939, Cal Farley's provides professional programs and services in a Christ-centered atmosphere to strengthen families and support the overall development of children. Cal Farley's is a nonprofit organization funded by donors from across the nation and proudly offers its services at no cost to children and their families. For more information, visit calfarley.org.



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Web & multimedia links

Below are links to online resources to aid your reporting on the upcoming 74th annual Boys Ranch Rodeo +adventureFEST.

Cal Farley's links

Website: www.calfarley.org

Rodeo home: www.calfarley.org/rodeo

Media information: <https://www.calfarley.org/media/>

Logos & branding standards: <https://www.calfarley.org/media-branding/>

Social Media

Facebook: <https://www.facebook.com/CalFarleysOfficial>

Twitter: <https://twitter.com/CalFarleys>

LinkedIn: <https://www.linkedin.com/company/cal-farley%27s>

Google Plus: <https://plus.google.com/+CalFarleysOfficial/posts>

YouTube: <https://www.youtube.com/user/calfarleys>

- **2018 rodeo commercial:** <https://youtu.be/FoOXullwZrc>
- **Campus slide tour:** <https://youtu.be/hbIPZin4yB4>

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