



*“A volunteer organization that emphasizes agriculture and education to develop the youth of Texas.”*

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## **SAN ANTONIO STOCK SHOW & RODEO VOTED PRCA’S LARGE INDOOR RODEO OF THE YEAR FOR NINTH CONSECUTIVE YEAR**

LAS VEGAS – The San Antonio Stock Show & Rodeo is honored to announce that the ninth banner for Professional Rodeo Cowboy Association’s (PRCA) Large Indoor Rodeo of the Year will proudly be displayed in the AT&T Center for the 2014 Stock Show & Rodeo. The San Antonio Stock Show & Rodeo has been named the recipient of this prestigious industry award for nine years consecutively since 2005.

Each year, the Professional Rodeo Cowboys Association honors the best of the best in rodeo professionals, stock contractors and rodeo committees during their annual Contract Personnel Awards Banquet at the South Point Hotel and Casino in Las Vegas. The banquet is held prior to the kick off of the Wrangler National Finals Rodeo, the “Superbowl” of all rodeos. Because nominees and winners are voted on by their peers, this honor is considered one of the greatest by industry professionals and those associated with rodeo worldwide.

The honor was received by S.A.L.E. Executive Director & CEO Keith Martin, S.A.L.E. Chairman of the Board Joe Soules, S.A.L.E. President Joe Hutchison and Executive Committee Vice President/Secretary Cody Davenport. Martin commented "this honor feels great! It feels especially great for about 6,000 Volunteers back in San Antonio who make it possible!"

The San Antonio Stock Show & Rodeo has been an innovator to the sport of rodeo by hosting only rodeo’s top competitors, recruiting world-class animal athletes from North America's best stock contractors and increasing its purse size to over \$1.2 million! This makes the San Antonio Stock Show & Rodeo one of the top paying regular season rodeos in the world.

Come experience the 65th annual San Antonio Stock Show & Rodeo, February 6-23, 2014 at the AT&T Center/Freeman Coliseum grounds. Tickets may be purchased online at [sarodeo.com](http://sarodeo.com), [ticketmaster.com](http://ticketmaster.com), at the AT&T Center Southwest box office, any Ticketmaster location or by calling 1-877-63-RODEO.



This year the San Antonio Stock Show & Rodeo has committed over \$11.3 million to education. This amount represents scholarships, grants, endowments, junior livestock auctions, a student western art auction, Calf Scramble programs, and show premiums paid to youth in the state of Texas. This brings the total amount that the organization has committed since inception to over \$134 million.

For more information, visit [www.sarodeo.com](http://www.sarodeo.com) or call 210-225-5851. Follow the San Antonio Stock Show & Rodeo on Facebook, Twitter, Pinterest, YouTube and Instagram today!