



MEDIA ALERT

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COWBOY BREAKFAST & “DRESS WESTERN DAY” TO KICK OFF RODEO AUSTIN

Austin, Texas, February 26, 2018 – Rodeo Austin will host the annual Cowboy Breakfast presented by Farm Credit and “Dress Western Day” on Friday, March 2, 2018 at the Long Center. Free to the public, the event takes place from 6 a.m. to 9 a.m.

The community is invited to come out in their best western dress and enjoy a super-sized Texas breakfast. Items include breakfast tacos, catfish toes, smoked sausage wraps, cowboy coffee, Krispy Kreme doughnuts and biscuits with gravy prepared by an authentic Texas chuck wagon.

Cowboy Breakfast will feature live music by Lohman’s Crossing complete with two-stepping instruction by the Austin Academy of Music and Dance. Additional Western-style entertainment includes a trick roper, a chainsaw artist and a Texas longhorn. There will also be additional activities for children including a make your own brand workshop.

Cowboy Breakfast is the kick-off to BBQ Austin which takes place on March 2 – 3, 2018, and Rodeo Austin, which will take place March 10 – 24, 2018. Rodeo Austin is one of America’s Top 5 ProRodeos and is home to Austin’s largest carnival. Bring the whole family out for carnival snacks, thrilling rides, live music and rodeo action.

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BBQ Austin will feature a sanctioned BBQ cook-off with nearly 100 teams competing for the title of “BBQ Austin Grand Champion.” Attendees will be able to enjoy a variety of free BBQ samples from competing teams, including ribs, chicken, beans and traditional sides.

BBQ Austin competitors will also host live music entertainment throughout the weekend. In addition to the music and BBQ, Austin’s largest carnival is making its way back to Austin for guests to enjoy.

BBQ Austin Fairgrounds admission is \$8 for adults and \$5 for kids. Carnival wristbands may be purchased at the event. Parking will be discounted to \$10 at the gate. Tickets to BBQ Austin can be purchased at www.RodeoAustin.com.

Media interested in attending the Cowboy Breakfast or BBQ Austin and scheduling interviews should contact Lindsay Leyden, Marketing Coordinator, at Lindsay@RodeoAustin.com or 512-919-3000.

Rodeo Austin is a 501(c)(3) non-profit organization that contributes over \$2 million annually to Young Texans. Through the acclaimed Livestock Show, Fair and Rodeo, and other annual events, Rodeo Austin works toward the advancement of their mission: *Promoting Youth Education - Preserving Western Heritage.*