

MEDIA ALERT

Contact: Presley Holloway, Rodeo Austin®

512.919.3000 phone

512.919.3005 fax

Presley@RodeoAustin.com

www.RodeoAustin.com



RODEO AUSTIN TO INDUCT TOMMY CARLSON INTO HALL OF FAME

Austin, Texas, April 21, 2016 – Rodeo Austin will host its Hall of Fame Induction Ceremony on Monday, April 25 at the Tarry House. Rodeo Austin volunteers, staff and leadership will gather to honor a distinguished long-time leader, Tommy Carlson, for his dedication to the organization’s mission. The Hall of Fame is the highest honor that can be bestowed upon a member of Rodeo Austin.

Carlson got involved with Rodeo Austin in 1978 when a friend talked him into attending the Youth Auction. “That was the first time I was exposed to Rodeo Austin, and I have been hooked since then,” he said.

Carlson is one of Rodeo Austin’s esteemed Past Presidents. As the Rodeo Austin President in 1988, Carlson helped oversee the construction of the current Travis County Exposition Center. Today, Carlson serves on Rodeo Austin’s Board of Directors, lending his wisdom and expertise to help propel the organization to great heights in the coming years.

Carlson’s main passion is helping the youth of Texas. “It’s all about helping young people,” he said. “Our mission is to help build future leaders. Education is so important in that process.” His efforts over the years have helped numerous kids obtain scholarships to further their education and achieve their dreams.

The dedication to Rodeo Austin's mission doesn't stop with Carlson – his family is also actively involved in the organization, donating time and resources to the cause. Carlson's daughter Jardin serves as a vice-chair of the Gala Committee.

Apart from his involvement in Rodeo Austin, Carlson keeps busy as Chief Executive Officer of Carlson, Brigance & Doering, Inc. In what little free time he has, he enjoys hunting, fishing and being outdoors.

Carlson joined 16 other members in the Rodeo Austin Hall of Fame. Each member was presented with a one of a kind bronze plaque that will be on display year-round at the Dr. Charles W. Graham Western Heritage Center. We thank Tommy Carlson for his continued service to Rodeo Austin's mission, *Promoting Youth Education – Preserving Western Heritage*.

Media interested in attending the Rodeo Austin Hall of Fame Induction should contact Presley Holloway, Marketing Coordinator, at Presley@RodeoAustin.com or 512-919-3000.