



MEDIA ALERT

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

Austin, Texas, February 23, 2016 – Rodeo Austin will host the annual Cowboy Breakfast presented by Farm Credit and “Dress Western Day” on Friday, March 4, 2016 at the Long Center for the Performing Arts. 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 a 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. Children’s activities include face painting and a make your own brand workshop.

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

Cowboy Breakfast is the kick-off to the two-day BBQ Austin event on March 4 and 5, 2016 and the 15-day Fair & Rodeo beginning on March 12 through March 26, 2016. Rodeo Austin is one of America’s Top 10 ProRodeos and is home to Austin’s largest carnival. Bring the whole family out for a day of carnival snacks, thrilling rides, live music and rodeo action.

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Trick roper using guests during his morning entertainment.