

MEDIA ALERT

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UNLEASHED LIVE TO HEADLINE RODEO AUSTIN GALA

Austin, Texas, November 21, 2017 – Rodeo Austin is excited to announce that the Unleashed Live Reunion Tour featuring Jack Ingram, Bruce Robison and Charlie Robison will headline the 2018 Rodeo Austin Gala. The show will feature songs and stories from these great singer-songwriters reliving their concert at Gruene Hall almost 20 years ago.

The annual Rodeo Austin Gala, presented by Texas Mutual Insurance Company, will be held Saturday, Feb. 3, 2018 at the Palmer Events Center. One of Austin's largest black-tie events, the night will include gourmet food, cocktails, a live and silent auction and live music. This event serves as the largest fundraiser for Rodeo Austin outside of the Fair and Rodeo in March.

New to the Rodeo Austin Gala this year is the Youth Art Show. High School students from across the state will enter their art in four categories – traditional, digital, 3D and photography. The winners will be announced at a reception earlier in the day. During the Gala, the top pieces will be available for purchase in both the silent and live auction. In 2017, the top art pieces sold for more than \$78,000.

Individual Rodeo Austin Gala tickets are priced at \$250; tables of 10 are priced between \$2,000 and \$5,500. Tickets are available at RodeoAustin.com and include parking, reserved seating, dinner and drinks.

Funds raised at the Rodeo Austin Gala help support Rodeo Austin's mission of *Promoting Youth Education – Preserving Western Heritage*. In 2017, Rodeo Austin awarded over \$2 million to the youth of Texas.

Media interested in attending the Rodeo Austin Gala should contact Lindsay Leyden, Marketing Coordinator, at Lindsay@RodeoAustin.com or 512-919-3000.