

PRESS  RELEASE

Cal Farley's

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FOR IMMEDIATE RELEASE: August 17, 2006

**The Rodeo where Cal Farley's kids ride,
to feature students ages 3-18 in annual Boys Ranch Rodeo**

Who: Cal Farley's

What: 62nd Annual Boys Ranch Rodeo

When: Saturday, September 2, 2006, 2:30 p.m.; Sunday, September 3, 2006, 2:30 p.m.

Where: Cal Farley's Boys Ranch (located just 35 miles from Amarillo on U.S. 385)

Boys Ranch- The area's rodeo that features kids only, will buck into action over Labor Day weekend. For 62 consecutive years the Cal Farley's Boys Ranch Rodeo has provided an opportunity for the students living at Boys Ranch and Girlstown, U.S.A. to showcase their talents in events ranging from stick horse racing and mutton bustin' (sheep riding) to bull riding. More than 90 Cal Farley's residents have spent their summer practicing and preparing to compete in front of thousands of spectators that will cheer them on.

General admission tickets for the rodeo are just \$5.00 and include both the rodeo and a BBQ lunch. Tickets are available at the gate or by phone (806-372-2341 or 800-687-3722). The Rodeo begins at 2:30 p.m. on both Saturday, September 2, and Sunday, September 3, 2006. However, there will be plenty to see and do for the visitor that arrives earlier that day. Free activities include a BBQ lunch for ticket holders (served noon-2:00 p.m.); bus tours of the campus, including stops an average resident's home, the activity center and the chapel (tours begin at 12:30 p.m., 1:00 p.m. and 1:30 p.m.), and the Old Tascosa Rendezvous, a western living-history reenactment featuring folks in authentic dress, demonstrating skills such as fire making and campfire cooking (9:00 a.m. – 2:00 p.m.). The Rodeo will feature boys and girls competing for belt-buckles and saddles in calf riding, stick horse racing, steer riding, pole bending, barrel racing, break away roping and bull riding. At the conclusion of Sunday's competition, the high-point holders will be named Senior All-Around Cowboy and Senior All-Around Cowgirl.

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Rodeo Director Scott Mayfield says, “We try to teach kids more life skills through the rodeo – how to face fears, controversy, conflict.” Mayfield adds, “We show them how to use that and turn it into a way to be successful in reaching their goals.” Katie, a student at Boys Ranch and last year’s Senior All-Around Cowgirl, adds that through rodeo she has “learned to be tough and that God is going to help you through, no matter what happens.”

In addition to highlighting the skills of the boys and girls, the rodeo serves as the annual homecoming for Cal Farley’s alumni. Approximately 200 former residents are expected to attend the rodeo and participate in alumni events. Also, the Cal Farley’s Boys Ranch Alumni Association will host a golf tournament on Friday, September 1, 2006. The tournament is open to the public and will be at the Ross Rogers Golf Course in Amarillo. Call (806) 372-2341 for more information.

Cal Farley’s, a Christ-centered organization, cares for approximately 310 at-risk boys and girls at its two campuses – Cal Farley’s Boys Ranch and Cal Farley's Girlstown, U.S.A. Children from pre-school through high school are accepted with no charge to their families. The Cal Farley programs provide a variety of academic, vocational, spiritual and extra-curricular activities for the children in care.

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