

BACKGROUND CHEYENNE FRONTIER DAYS

Updated 6-15-10

Wyoming is proud of its “Wild West” history. While the number of the “Cowboy State’s” true cowpokes may be relatively small, every summer since 1897 Cheyenne and surrounding communities truly do enter a cowboy state of mind.

That’s when about 2,500 volunteers pull their boots out of the closet, dust off their cowboy hats and come together with the help of many local sponsors to host the nation’s largest outdoor rodeo and western celebration, Cheyenne Frontier Days.

Coupled with many related events – from downtown parades to “Frontier Nights” evening concerts to free pancake breakfasts – CFD draws cowboys and rodeo and music fans from throughout the country for a spirited, ten-day celebration of Western heritage. CFD unites the community and serves as an important boost to Cheyenne’s economy, bringing hundreds of thousands of visitors who pump a significant amount of money into the local community. In 2009, attendance at just the events at Frontier Park totaled nearly 192 thousand. That does not include parades and other events outside the park.

This year, the 114th edition of the “Daddy of ‘em All” returns on Friday, July 23. Rodeos get underway the next day. Bank of the West is CFD’s 2010 Presenting Sponsor. (There are many other corporate sponsors, indicative of the broad support from the business community.)

Nine days of rodeos sanctioned by the Professional Rodeo Cowboys Association (PRCA) will run from Saturday, July 24, through CFD’s conclusion on Sunday, August 1. Pre-show events begin at 12 noon; rodeos begin at 12:45 p.m. Nearly 1,500 contestants will be vying for a share of the more than \$1 million in money and prizes, plus the prestige that comes from winning America’s best known rodeo.

In the evenings, “Frontier Nights” will feature premier country and rock musical performers on the arena stage. Entertainers booked for this year’s 8 p.m. concerts are: KISS with Alana Grace, 7/23; Brooks & Dunn with The Band Perry, 7/24; Aaron Tippin and Neal McCoy, 7/25; Clay Walker with Glen Templeton, 7/28; Dierks Bentley and Miranda Lambert, 7/29; Sugarland with Danny Gokey, 7/30; Alan Jackson with Josh Turner, 7/31. In addition to daytime bull riding events, those who can’t get enough of bull riding can take in the PBR (Professional Bull Riders) competition on the evenings of July 26 and 27.

CFD mobilizes an army of volunteers on three different mornings to treat people to free pancake breakfasts. As it did last year, CFD expects to serve about 100,000 flapjacks to nearly 30,000 people. Breakfast will be served on July 26, 28 and 30 from 7 – 9 a.m. at Depot Plaza, located near Carey Avenue and 15th Street.

Other attractions include CFD’s Indian Village cultural area, carnival midway, Chuck Wagon Cookoff (7/28-31), and Wild Horse Gulch western heritage area. People curious about the behind-the-scenes logistics of running a rodeo are invited to join “Behind the Chutes” tours from July 24 through August 1, which start at CFD’s Old West Museum. Starting times for the 40-minute tours vary. Check www.cfdrodeo.com for details.

For tickets online and event information, visit www.cfdrodeo.com; for tickets by phone, call 800-227-6336 (307-778-7222 in Cheyenne).

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