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FOR IMMEDIATE RELEASE

## **Gem State Classic Pro Rodeo Rides into Town**

***Military Night, Man Up Crusade, and Mutton Bustin' coming to the PRCAsanctioned event at the Eastern Idaho State Fair***

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*Blackfoot, ID* – The 3rd annual PRCAsanctioned Gem State Classic Pro Rodeo pairs world-class competitors from the Professional Rodeo Cowboys Association with award winning stock from Powder River Rodeo and D&H Cattle on Monday, September 1, and Tuesday, September 2, at the Eastern Idaho State Fair. Monday night's show is scheduled to feature a special tribute to local military veterans and their families, while Tuesday's program highlights domestic violence with the Man Up Crusade's "Purple Night".

Powder River Rodeo owners Hank and Lori Franzen have earned over 150 awards for their outstanding rodeo livestock, and D&H Cattle Company has been supplying top-notch bucking bulls to PBR events all across North America. Named PBR Stock Contractor of the year for 2001-2006, D&H Cattle will help make this Pro Rodeo an event you will not want to miss. Each night is a unique and exciting rodeo experience, featuring tie down roping, barrel racing, bull riding, bareback riding, steer wrestling, team roping, and saddle bronc riding.

As is tradition, this year's Gem State Classic will open with a special Mutton Bustin' competition at 7:30 pm each night. This fan favorite features young kids hanging on for dear life as a sprinting sheep does its best to shake their young riders. The rider may use a rope or take hold of the wool itself as they try to hang on for six seconds. Children ages 4-7 weighing less than 45 pounds are encouraged to enter this thrilling competition. All contestants receive recognition, with the first place contestant receiving a large, four-foot trophy. The EISF is accepting applications for Mutton Bustin' now through August 27, which can be found at [www.funatthefair.com](http://www.funatthefair.com).

Monday night's tribute to military members will feature a special presentation that draws attention to missing soldiers and POWs. This special presentation is meant to honor all of those who have served and fought for our rights and freedom.

For Tuesday's rodeo, the Gem State Classic has proudly teamed up with the Man Up Crusade™ to bring "Purple Night" to the Tuesday night event. The Man Up Crusade is a non-profit organization dedicated to creating public awareness on the issue of domestic violence. Across the nation, the color purple and the purple ribbon

have been adopted to show support for victims and for advocates to honor those who have lost their lives at the hands of someone they once loved. The Man Up Crusade was founded in 2012 by Sheriff Kieran Donahue and his wife Jeanie of Canyon County, Idaho. "The cowboy is an iconic image of strength and fortitude that has transcended generations not just in the west but throughout the United States and many other countries," says Donahue. "That is why I felt it was so important to involve this lifestyle from the very beginning. The cowboys and cowgirls can once again lead by example and together with the rodeo's enduring fans show that by working together we can make a difference."

All rodeo participants, fans, and support personnel are encouraged to wear purple to show their support for this great cause. EISF will be raising money to be donated to the Family Crisis Center in Rexburg and the Bingham Crisis Center with a belt buckle raffle and 50/50 raffle on Tuesday night. You can start donating to these organizations, who are available to help those experiencing domestic violence now, by going to [funatthefair.ticketforce.com](http://funatthefair.ticketforce.com) and clicking the Donate button.

Avoid lines and purchase your tickets to the Gem State Classic Pro Rodeo now by going to [funatthefair.com](http://funatthefair.com), the Ticket Office in Blackfoot, or Vickers Western Stores in Idaho Falls and Pocatello. You can also call (208) 785-2480, Ext. 7 to purchase over the phone. The rodeo begins at 8 pm both nights, with mutton bustin' starting at 7:30. Tickets are only \$15 for adults and \$10 for children 11 and under. Get both nights for only \$25 – a \$5 savings! And remember, all nighttime grandstand tickets include fair admission.

Project Filter and Northwest Toyota Dealers are proud to be the Gem State Classic Pro Rodeo title sponsors. Project Filter is Idaho's tobacco prevention and control program that strives to help people quit tobacco for free! Call 1-800-Quit-Now or log on to [www.projectfilter.org](http://www.projectfilter.org). Visit Northwest Toyota Dealers at Phil Meador Toyota in Pocatello and Teton Toyota in Idaho Falls.

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*The Eastern Idaho State Fair is a 16 County Fair District. Over 220,000 people visit the annual event, making it Eastern Idaho's longest running and largest community event. The mission of the EISF is to provide wholesome, affordable family education and entertainment in a clean and safe agricultural environment. FEED YOUR NEED FOR FUN at the 2014 fair  
August 30 – September 6!*