



FOR IMMEDIATE RELEASE

May 8, 2019

FOR MORE INFORMATION:

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HELPFUL LINKS:

www.taylorcountyexpoctr.com

<https://www.westernheritageclassic.com/p/tickets--deals>

<https://www.westernheritageclassic.com/p/events/whc-event-schedule-2019>

ACVB News: <http://www.abilenevisitors.com/Press-Releases>

35th Western Heritage Classic Celebrates Life of the Cowboy

ABILENE, Texas --More than 3,000 out-of-town guests and their animals will arrive this week as the Western Heritage Classic marks its 35th year May 9-12 on the grounds of the Taylor County Expo Center. The four-day festivities showcase the daily lives of working cowboys and celebrates classic Western traditions. The public is invited to attend, and tickets can be purchased on the [Western Heritage Classic website](http://www.westernheritageclassic.com) or at the Taylor County Expo Center.

WHC is internationally known for its expansive exhibit halls, food booths and one-of-a-kind ranch rodeo. Hotels and restaurants are likely to be near capacity as out-of-town guests bring more than \$816,000 direct spending into the city.

The fun will kick off Thursday with Ranch Horse Competitions and trade shows, a parade downtown at 6 pm, street dance to the tunes of Swing Machine, and Cowboy Poetry Under the Stars. See a full schedule of events at www.westernheritageclassic.com

This year the WHC will honor a parade grand marshal posthumously. Mike Alexander, who passed away prematurely in March 2018, was one of the first participants and supporters of WHC in 1985.

New this year is the Craig Cameron Horse Clinic, Roy Cox Cow-dog Demonstration and Cowboy Poetry Under the Stars. Children's events and the horse sale will take place in the new livestock barn, a first for those well-established activities.

Western Heritage Classic supporters have contributed almost \$250,000 in sponsorships this year, proceeds that will benefit the programs of the Expo Center. The WHC has contributed \$2.9 million to the Expo Center during the event's 35-year history.

WESTERN HERITAGE CLASSIC



The Taylor County Expo Center is a 501 (c) 3 non-profit that hosts more than 231 annual events on its 127-acre, multi-facility grounds, including the West Texas Fair & Rodeo, Western Heritage Classic, and Evening for the Expo. The Expo Center brings in an estimated \$20 million dollars to the area by attracting visitors from throughout the state and nation. To maintain that mission, voters passed a \$55 million bond in 2016 to fund renovations and expansions to the facilities. A new Livestock Barn, Covered Outdoor Arena, and Multipurpose Arena are complete, while the Coliseum, Midway should be completed by fall 2020. For events and more information, see www.taylorcountyexpocenter.com



Schedule of Events

THURSDAY, MAY 9, 2019

- 7:30 AM RHAAs Ranch Horse Competition - Coliseum
- 8:00 AM-5:00 PM Trade Show - Coliseum
- 12:00 PM-5:00 PM Trade Show - Big Country Hall, Display Building, and East Ground Outside Vendors
- 8:00 AM-7:00 PM Bit & Spur Show - Round Building & Modern Living Mall
- 8:00 AM – 5:00 PM Youth RHAAs Ranch Horse Competition - Covered Outdoor Arena
- 6:30 PM Parade - Downtown Abilene. Swing Machine Street Dance immediately following
- 8:00 PM Cowboy Poetry Under the Stars (Sponsored by Frontier Texas)- Chuckwagon Area

FRIDAY, MAY 10, 2019

- 7:30 AM RHAAs Ranch Horse Competition (Semi Finals) - Coliseum
- 8:00 AM-10:30 PM Trade Show - Coliseum
- 8:00 AM- 7:00 PM Bit & Spur Show - Round Building & Modern Living Mall
- 10:00 AM-8:00 PM Trade Show - Big Country Hall, Display Building, East Grounds Outside Vendors
- 10:30 AM – 12:00 PM Roy Cox – Cowdog Demonstration – Covered Outdoor Arena
- 11:00 AM-5:00 PM Cowboy Music - Outdoor Entertainment Pavilion
- 1:00 PM Chuckwagon Cookoff - Wagon Authenticity Judging - Cookoff Area
- 1:00 PM – 2:30 PM Craig Cameron Horse Clinic – (Sponsored by Total Feeds) - Covered Outdoor Arena
- 4:00 PM-7:00 PM Colt Starting Challenge USA - Covered Outdoor Arena
- 7:00 PM Rhinestone Round Up Derby - Tent by Coliseum
- 8:00 PM Ranch Rodeo - Coliseum
- 9:00 PM-12:00 AM Kelby Hodges and the Moonlight Bandits – Outdoor Entertainment Pavilion /.

SATURDAY, MAY 11, 2019

- 8:00 AM Chuckwagon Cookoff - Cookoff Area
- 8:00 AM-10:30 PM Trade Show - Coliseum
- 8:00 AM-8:00 PM Trade Show - Big Country Hall, Display Building, and Outside Vendors
- 8:00 AM - 7:00 PM Bit & Spur Show - Round Building & Modern Living Mall
- 8:00 AM All Age Groups Packet Pick-Up
- 9:00 AM – 10:30 AM Children's Activities New Livestock Barn
- 9:00 AM Grand Entry & Haney Cannon Stickhorse Rodeo
- 9:10 AM Best Dressed Cowgirl & Cowboy
- All other events immediately following
- Rodeo Starts ages 3-4
- Rodeo Starts ages 5-6
- Rodeo Starts ages 7-9
- Steer Dummy Roping
- Immediately following the Children's Activities - "Six White Horse" rides – New Livestock Barn
- 10:00 AM WHC Invitational Ranch Horse Sale – New Livestock Barn
- 11:00 AM-3:00 PM Cowboy Music - Outdoor Entertainment Pavilion
- 12:00 PM-1:15 PM Chuckwagon Cookoff (Lunch Served) - Cookoff Area
- 12:30 PM-3:00 PM Colt Starting Challenge USA - Covered Outdoor Arena
- 1:00 PM Old Time Fiddlers Contest- Display Building
- 1:00 PM Craig Cameron Horse Clinic – (Sponsored by Total Feeds) – New Livestock Barn
- 1:00 PM RHAA Ranch Horse Competition "Top 20" Finals - Coliseum
- 2:00 PM Registration for Matched Horse Races - Southeast Grounds
- 3:00 PM Chuckwagon Cookoff Results & Awards - Cookoff Area
- 4:00 PM Matched Horse Races - Southeast Grounds
- Blan Scott Band immediately following the races
- 4:00 PM – 5:30 PM Roy Cox Cowdog Demonstration – Covered Outdoor Arena
- 8:00 PM Ranch Rodeo - Coliseum
- 10:00 PM-1:00 AM Jake Hooker and the Outsiders – Outdoor Entertainment Pavilion
- 10:00 PM Rodeo Champion Awards - Coliseum

SUNDAY, MAY 12, 2019

- 9:00 AM Cowboy Church Service - Outdoor Entertainment Pavilion