

WESTERN GIFT GUIDE!

American Cowboy

Western Lifestyle ★ Travel ★ People

December/January 2010

SPECIAL SECTION

RODEO

14 must-see events in 2010

Exclusive Preview
**NATIONAL
FINALS RODEO**

COMING HOME
a lost son finds his
Cowboy Way

**Wolves: life with a
rancher's nightmare**

americancowboy.com
January 2010
USA \$4.99
Canada \$5.99



DISPLAY UNTIL
January 5, 2010



Let's

GO

RODEO!

TALK ABOUT BANG FOR YOUR BUCK

THESE 14 PROFESSIONAL RODEOS

OFFER ACTION-PACKED

ENTERTAINMENT FOR ANY TRAVEL BUDGET

By Diana Rowe

Cowboys. Cowgirls. Cattle. Horses. Leather. Sweat. Dirt. Mud. Blood. Guts. Glory. In a word: rodeo. No other spectator sport comes as close to the real-world hardships and triumphs of working people. And the people have spoken—there are 30 million rodeo fans in the United States, according to the Professional Rodeo Cowboys Association (PRCA), and more than 600 professional rodeos are held annually throughout the U.S. and Canada. Pick one (or several) and immerse yourself in the Western lifestyle.

And save money while you're at it.

"During tough economic times, people tend to look toward local and traditional means of entertainment, such as stock shows, rodeos, fairs, and events that are suitable

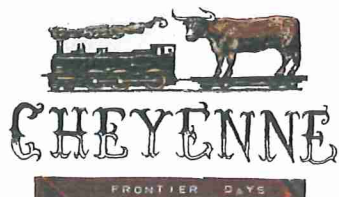
for the entire family," says PRCA Chairman Keith Martin, also president and CEO of the San Antonio Stock Show & Rodeo. "Rodeos have been a part of American culture for over 100 years and continue to be a premier source of value and family entertainment."

Despite the sagging economy and widespread belt-tightening, rodeo attendance has been robust in 2009, and several professional rodeos have even set attendance records. The 2009 La Fiesta de los Vaqueros in Tucson, Ariz., for instance, saw a 31 percent increase in attendance numbers over the previous year.

Here are five top rodeo destinations—and some other great events—to help plan your next vacation.

Illustrations By Anthony Freda





Cheyenne Frontier Days Rodeo

Hosting approximately 400,000 visitors in 2009, Cheyenne Frontier Days (CFD) welcomed travelers from all 50 states, plus Japan, Korea, Australia, Canada, England, France, Germany, and Austria. Early risers can watch the free timed event slack rodeo, where overflow contestants compete to set the mark for the main rodeo performances. The Behind the Chutes Tours are also free, and give you a chance to get your boots in the arena dirt. Meet at the CFD Old West Museum entrance and enjoy this behind-the-scenes look at CFD.

The daily rodeo performances—including two PBR shows—are the main attraction, of course, but seeing the antique carriages in the 90-minute Grand Parades on Central, stuff-

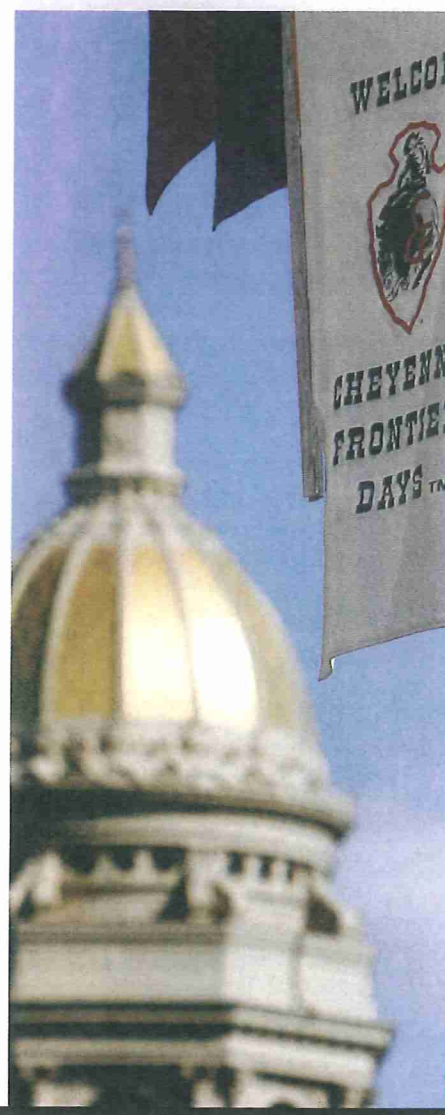
ing yourself with free pancakes at the Depot Plaza, viewing Western art shows, shopping for Native American arts, and listening to night concerts are fun, too. The acclaimed United States Air Force Thunderbirds also put on an aerial performance. Not to mention the rides on the Carnival Midway, which are almost as popular as the rodeo itself.

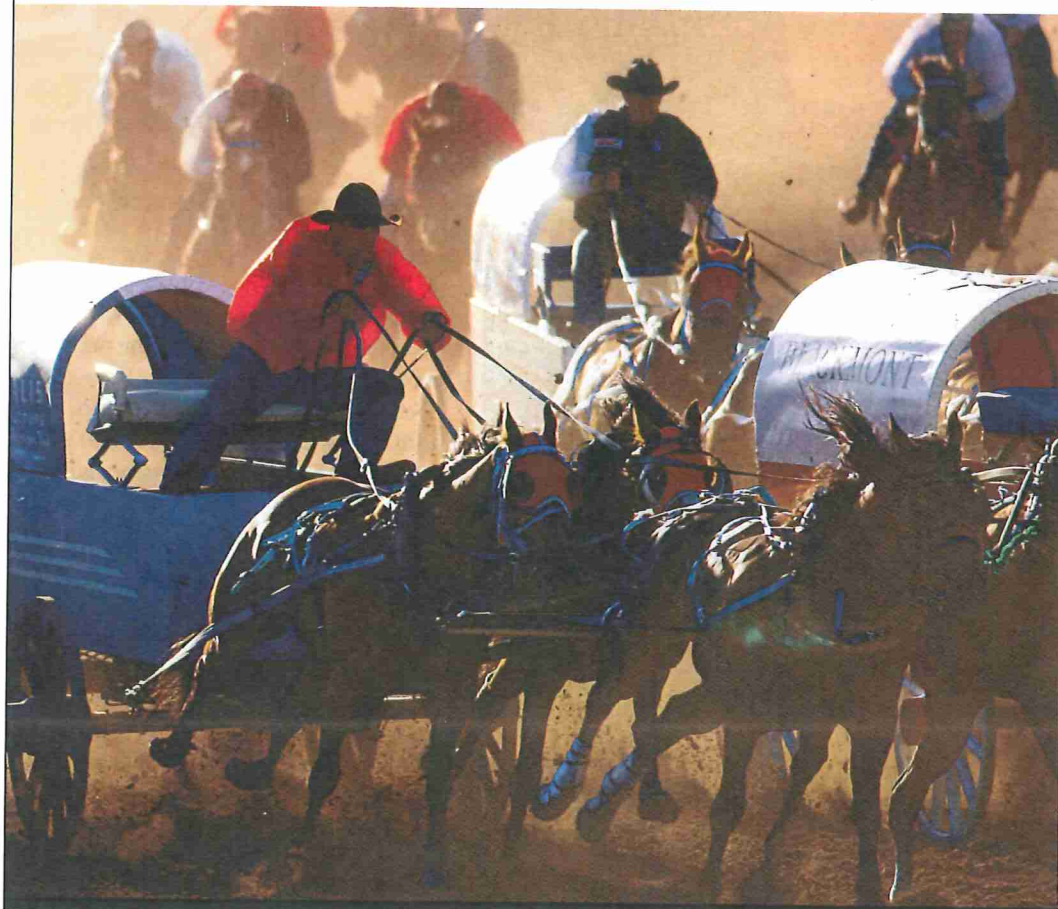
Two must-see stops at Frontier Park are the Indian Village, with dance and storyteller performances throughout the day, and the Old West Museum, with displays that capture Cheyenne's pioneer experience. The Cheyenne Street Railway Trolley tour offers an informative riding tour of Cheyenne and its historic attractions and legends. Be sure to visit the newly restored Cheyenne Depot Museum, and finish off the experience by watching a "live" gunfight performance by the Cheyenne Gun-slingers.

The Historic Plains Hotel, neighboring the depot, is a great place to stay for front-row seats to the parades, and a few blocks away, the Nagle Warren Mansion B&B has historic and luxurious accommodations.

CHEYENNE FRONTIER DAYS

WHERE: Cheyenne, Wyo.
 WHEN: July 23–August 1, 2010
 CONTACT: cfdrodeo.com
 MORE: Cheyenne Convention & Visitors Bureau, cheyenne.org





BEFORE YOU GO

>>> **Buy your tickets early** to get the best seats—or any seats. The big rodeos often sell out. Most rodeo websites offer ticket sales (plus tips for area attractions).

>>> **Consider attending a midweek rodeo** performance. You'll avoid the weekend hassles of traffic and crowds and likely find better seats.

>>> **Tap local tourism boards,** convention and visitors bureaus, and chambers of commerce—which often partner with rodeos—for information and promotional deals on area attractions and places to stay.

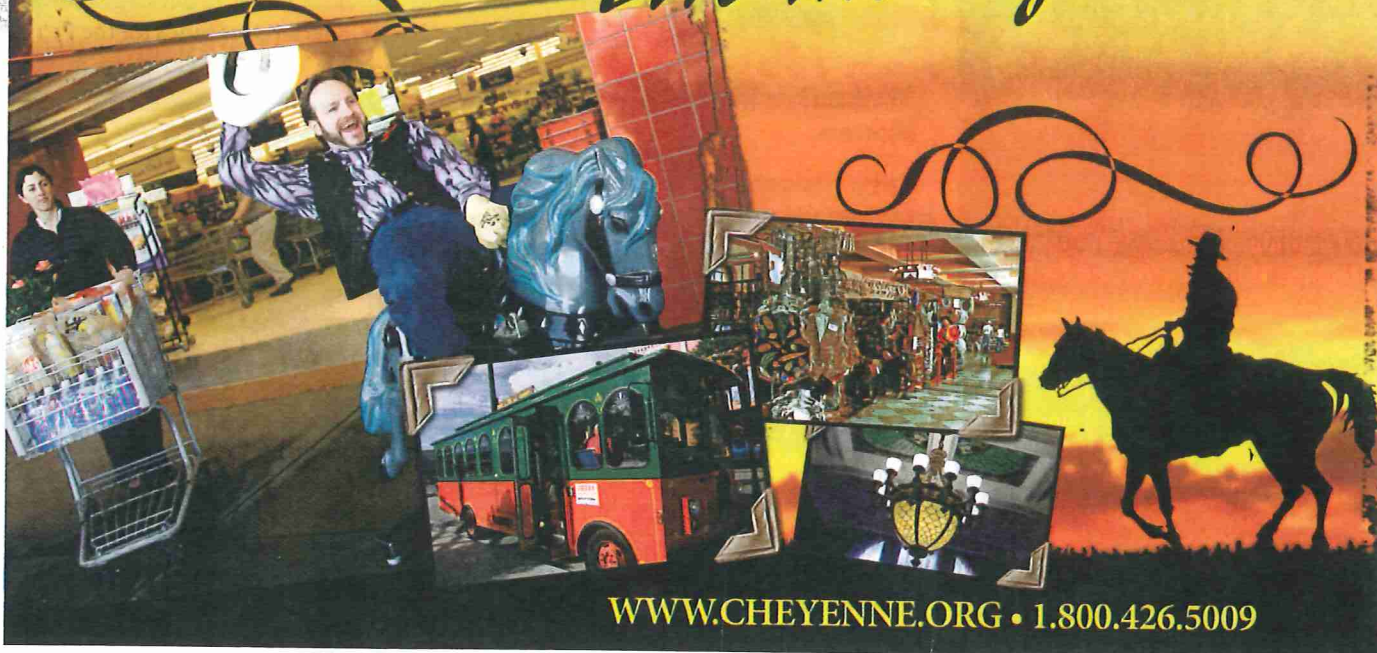
>>> **Broaden your scope** and create a rodeo vacation that includes short road trips to national or state parks, museums, and other attractions.

Looks like someone's
been to Cheyenne.

CHEYENNE

W Y O M I N G

Live the Legend™



WWW.CHEYENNE.ORG • 1.800.426.5009