

FOR IMMEDIATE RELEASE

2nd ANNUAL YUCAIPA RODEO

April 5 & 6, 2019

[YUCAIPA, CA, March 18, 2019--] There is a BIG RODEO coming to Southern California on April 5 & 6 and it's going to be held under the NEW Dottie Potter Memorial Arena Cover at the Yucaipa Equestrian Center! (13273 California St, Yucaipa). Co-hosted by the City of Yucaipa and the Yucaipa Equestrian Arena Committee, the 2nd annual Yucaipa Rodeo has doubled in size since last year!

The Yucaipa Equestrian Arena Committee (YEAC) is a non-profit 501(c)(3) organization started in 1997 by community volunteers to promote the use of the Yucaipa Equestrian Center, to preserve, maintain, and improve the facility, and to involve the community in equestrian activities. For almost 20 years the YEAC, under the leadership of Dottie Potter, had been working towards getting a cover put on the arena to improve the arena's usability for the community. When they tragically lost Dottie Potter in 2014, the community pulled together to keep her dream alive.

In March 2018, the YEAC hosted their first Yucaipa Rodeo fundraiser. "We were overwhelmed with the community response to our very first rodeo. We had over 3000 in attendance, tickets sold out in 30 minutes and the beer garden sold out 3 times. Best of all, thanks to our sponsors and community support, we were able to give the City of Yucaipa a substantial amount towards the Dottie Potter Memorial Arena cover." wrote YEAC Treasurer Wendy McEuen.

The 2019 Yucaipa Rodeo, on April 5 & 6 at the Yucaipa Equestrian Center, is going to be an even bigger and better event with two days of full rodeo events including bull riding, saddle bronc, team roping, calf roping, barrel racing, and mutton busting! Grand Entry will be our exciting opening as our Yucaipa Rodeo Queens and the famous American Cowgirls Drillteam help us pay tribute to America's Military and all First Responders. We expect over 6000 in attendance for the weekend and we have rented more bleachers to make sure everyone has a seat! We will also have a beer garden and vendors selling merchandise and LOTS of great food. And once again, thanks to our sponsors, the community support, and the City of Yucaipa, we will all enjoy the rodeo under the new ROOF!the Dottie Potter Memorial Arena Cover.

Pre-sale tickets - \$10 for Friday & \$15 for Saturday (kids under 3 free) - available now on our website and at Boot Barn San Bernardino and Les Schwab Tire Centers Yucaipa plus several other businesses in the area. Please visit www.YucaipaEquestrianCenter.com for more information. You may also call or text our message line at 909-295-8242 or email YucaipaEquestrianCenter@gmail.com.

Thank you! See you there!