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FOR IMMEDIATE RELEASE: 09-26-2017

## World Gay Rodeo Finals® - Important Media Information -

Whether agency, wire, cable, print, freelance, or independent, etc., all media and photographers are welcomed to attend the World Gay Rodeo Finals®. Here follows general information to assist in your planning for this exciting, colorful, and enormously interesting event October 20-22, 2017.

Expo New Mexico (home of the annual New Mexico State Fair) is the site for the World Gay Rodeo Finals® this year. Street address is 300 San Pedro Dr, NE; Albuquerque, NM 87108 (between Central Avenue NE and Lomas Boulevard NE). Expo NM is about fifteen minutes' drive from Albuquerque International Sunport.

**Rodeo competition** will take place Saturday and Sunday (21-22 October) starting at 8am. A wide range of traditional rodeo competitive events, plus fun camp events unique to gay rodeo, are scheduled for spectator enjoyment.

**Contestant registration** takes place 4-6pm Friday (October 20<sup>th</sup>) at Sidewinders Bar (8900 Central Ave SE; Albuquerque, NM). This is an ideal location to see, meet, and arrange interviews with rodeo contestants of your choice. Immediately prior to this, an orientation and briefing for media representatives and photographers will take place. This is also the place and time where press passes and media credentials are issued.

**The Media briefing** will be conducted by ranking rodeo officials. It is scheduled for 3:30pm, Friday, October 20<sup>th</sup> at Sidewinders (site of contestant registration). As the World Gay Rodeo Finals® is serious business for IGRA and contestants, the principal purpose of the media briefing is to indoctrinate media staff and photographers on the subjects of procedures, protocols, arena access, and the all-important topic of crew, contestant, personal safety and animal welfare. Coincident to the briefing, media representatives will be asked to sign a liability waiver. Press passes and media credentials will be issued at the conclusion of the media briefing. A member of the WGRF Public Relations team will be onsite all-day every day from this point to the conclusion of the rodeo on Sunday.

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**IGRA appearance regulations** apply to persons with access to restricted areas. These include wearing a long sleeve shirt (Western style always is nice), long pants (Wranglers are terrific) and suitable footwear. Footwear must be closed toed and cover the foot completely. Cowboy boots are ideal. Work boots or ankle boots suffice the requirement. Keep in mind the rodeo arena and restricted areas are active working areas, so there is a practical side to the rules; not merely appearance. WGRF waives the requirement for media head covering at this rodeo.

We look forward to seeing you at the World Gay Rodeo Finals® in Albuquerque. If you have questions, or for additional information, please contact our public relations director. We're at your service.

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