

A banner for the Agriculture section featuring a white cow and a person in a cowboy hat. The word "Agriculture" is written in a large, orange, serif font.

Agriculture

What began as a small meeting in 1931 on how to improve and develop the cattle industry in the Gulf Coast area of Texas has become the Houston Livestock Show and Rodeo. More than 1 million entries in junior, youth, and open livestock and horse shows have been recorded. The Houston Livestock Show™, the world's largest with 30,000 entries annually, holds the world's record prices for all junior market animals at auction. Texas 4-H and FFA members compete in various judging contests, from public speaking to plant identification. The Show promotes the Texas wine industry with the International Wine Competition, drawing nearly 2,000 entries from more than 600 wineries around the world. It also supports ranching and wildlife in Texas with the Ranching & Wildlife Expo, which includes educational seminars on various industry topics.

2009

Houston Livestock
Show and Rodeo

Wednesday – Sunday
Feb. 25 – March 22

Horse Show

Thursday – Saturday
Feb. 26 – 28

World's Championship
Bar-B-Que Contest

Saturday
Feb. 28

ConocoPhillips
Rodeo Run
and
Downtown
Rodeo Parade

Tuesday – Sunday
March 3 – 22

Livestock Show, Rodeo,
Concerts, Carnival
Shopping, Food,
Educational Exhibits
and More

A banner for the Entertainment section featuring a person riding a horse. The word "Entertainment" is written in a large, orange, serif font.

Entertainment

With the richest regular-season PRCA rodeo payout, it is only fitting that RODEOHOUSTON™ invites the world's top 50 rodeo athletes in each event to compete annually. With more than \$1.3 million in prize money, the RODEOHOUSTON Super Series brings out the best of the best in bareback riding, barrel racing, bull riding, saddle bronc riding, steer wrestling, team roping and tie-down roping. RODEOHOUSTON also hosts the biggest names in the music industry, with tickets averaging about \$20 less than the national concert ticket cost. A ticket to the Rodeo allows entrance to the Show grounds, where the largest Western shopping mall is open for business in Reliant Center, and livestock and horse show activities are abundant. In addition, there is great food and a thrilling carnival, and kids can experience pony rides, mutton bustin', petting zoos, a live animal birthing center, an area dedicated to farming and other agricultural displays.

Since 1932, the Houston Livestock Show and Rodeo™ has committed more than \$230 million to the youth of Texas. It is the driving force for promoting Western heritage in the nation's fourth largest city. With the help of 20,000 volunteers, the Show is the world's largest livestock show and richest regular-season PRCA rodeo, and one of the world's most significant concert venues. Each year, more than 1.6 million people enjoy the Show. Volunteers work more than 1.1 million hours, saving the Show \$21 million in payroll costs. This Section 501(c)(3) charitable organization directly benefits the Houston metropolitan area annually with an impact of more than \$344 million and nearly \$387 million worldwide.

A banner for the Education section featuring a collage of photos of students and a tiger mascot. The word "Education" is written in a large, orange, serif font.

Education

More than 20,000 Texas students have benefited from the Show's direct educational programs since the first scholarship was presented in 1957. Annually, the Show awards millions of dollars in scholarships and educational programs, with \$10.6 million committed for 2008-09. The Show supports the Rodeo Institute for Teacher Excellence™, which trains teachers to teach reading support skills to pre-K and elementary-aged children. Since 1964, the School Art Program has received 7 million entries, impacting more than 300,000 students through competitions, scholarships and more each year. In the largest agricultural classroom available — Capital One Bank AGVENTURE — more than 23,000 students have the opportunity for a hands-on education in the agricultural industry through special school tours and independent walking tours.

A banner for the Western Heritage section featuring a crowd of people at a rodeo. The word "Western Heritage" is written in a large, orange, serif font.

Western Heritage

For three weeks every year, Western heritage fills the streets of Houston. Since coining the phrase "Go Texan" in the 1950s, the Houston Livestock Show and Rodeo has been dedicated to preserving and celebrating the area's rich Western heritage through events held in the heart of Houston, such as Rodeo Roundup, the Downtown Rodeo Parade and the 12 trail rides. Also, special events during the Show spotlight the diverse cultural achievement and heritage of the city of Houston and the state of Texas. With the chance to experience real out-on-the-range dining at the Chuck Wagon Corral, and the opportunity to deck out in Western attire, it's no wonder visitors love the chance to Go Texan at the Houston Livestock Show and Rodeo!



*Celebrating ...
Agriculture
Education
Entertainment
Western Heritage*



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