



For Immediate Release

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**WRCA Announces Amarillo as Host City for the
2019 & 2020 World Championship Ranch Rodeo**

The Working Ranch Cowboy's Association and the City of Amarillo have entered into an agreement to keep the World Championship Ranch Rodeo (WCRR) in Amarillo through 2020.

The WCRR has been held in Amarillo since its inaugural year in 1996. This new agreement will ensure Amarillo as the host city through the event's 25th anniversary in 2020.

"This is such a good fit. WRCA and Amarillo share a common vision of promoting the western lifestyle," said Leman Wall, WRCA association manager. "WRCA is grateful for the years of support and we appreciate Amarillo for helping grow the World Championship Ranch Rodeo into what it is today. We look forward to working with our community over the next two years on strategies that will keep the event in Amarillo beyond 2020."

"The direct economic impact of over \$5 million is critical for Amarillo, however the real impact involves the human interaction and the connection with our Panhandle roots," said Dan Quandt, Vice President of Amarillo Convention and Visitor Council. "The WRCA World Championships isn't an event in Amarillo: it is part of our heritage."

Mayor Ginger Nelson added, "the WRCA World Championship Ranch Rodeo is the Amarillo Civic Center Complex's biggest annual event each year in size, scope and economic impact. They have grown and our Civic Center Complex needs to grow to keep this home-grown Amarillo event in Amarillo."

The 23rd WRCA World Championship Ranch Rodeo will be held in Amarillo, Texas on November 8-11, 2018. Twenty-two ranch teams will compete in five events over four days for the World Champion title. In addition to ranch rodeo competition, spectators can enjoy shopping with 240 of the top cowboy craftsmen and ranch equipment makers in the country. Cowboy poets and musicians will perform daily plus special appearances by the world-famous Budweiser Clydesdales. Tickets can be purchased through panhandletickets.com outlets.

For more information about WRCA or the 2018 World Championship Ranch Rodeo, visit wrca.org or call (806) 374-WRCA.