



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE: Sunday, March 7, 2010

FRANK BOGERT MEMORIAL RODEO OFFERS DISCOUNT TO DESERT PRO RODEO TICKET HOLDERS

WHO: Ticket holders who were left in the lurch by the cancelled Desert Pro Rodeo will be allowed to use their ticket for a 25% discount on the ticket price of the Frank Bogert Memorial Rodeo presented by The Spa Resort Casino.

WHAT: A 25% discount on the ticket price for the Frank Bogert Memorial Rodeo is being offered to those who bring their ticket to the rodeo this weekend in Palm Springs.

WHEN: Box office opens at noon this Friday, March 12th, Saturday, March 13th and Sunday, March 14th at the Frank Bogert Memorial Rodeo in Palm Springs at the corner of Avenida Caballeros and Amado Road.

HOW: Ticket holders can simply show up at the Frank Bogert Memorial Rodeo ticket booth and get 25% of the ticket price.

WHY: As a matter of rodeo, we will offer this to provide rodeo enjoyment for those who missed out at the cancelled Indio event.

About the Palm Springs Wild WestFest and The Frank Bogert Memorial PRCA Rodeo

The Palm Springs Wild WestFest and The Frank Bogert Memorial PRCA Rodeo presented by The Spa Resort Casino, is a fun and exciting combination of Western lifestyle, music, sports, arts, and culture taking place in the heart of Palm Springs, CA March 12-13-14, 2010. Partners include The Spa Resort Casino, Palm Springs Life Magazine, The Southern California Ford Dealers, Budweiser, and American Cowboy Magazine. The event is designed to showcase Palm Springs and its business community in the backdrop of the Santa Rosa and San Jacinto National Monuments. This event is inspired by the late Mayor Frank M. Bogert's vision of a resort town that hosts Hollywood celebrities, heads of state and cowboys of all ages. The Wild WestFest is free to the public, and the reasonably priced professional rodeo tickets guarantee maximum fun for the whole family. Portions of the proceeds from the Wild WestFest and Frank Bogert Memorial Rodeo go to a variety of charitable foundations in the area. For more information, please visit www.palmspringwestfest.com or call 800-664-5617.