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PHOENIX, ARIZ. - Preparations are being completed here for one of the West's most colorful events - the annual world's championship rodeo

Everyone from small children to the most dignified tenderfoot tourist will go western during the rip-roaring celebration April 13-15. Blue jeans, 10-gallon hats, bright shirts and cowboy boots will be the standard wearing apparel. The city streets and stores will be draped with banners and decorations, and square dances and cowboy music will flavor both the sunny days and the mild desert nights. Phoenix, reached quickly from all parts of the nation by American Airlines, will become the happy haven for travelers who like their fun western-style.

The natives and visitors don their western garb a week in advance, but the celebration will start officially the morning of April 13 when the "longest horse-drawn parade in the world" wends through Phoenix streets before a predicted crowd of 250,000. With all motor-driven vehicles excluded, the parade will contain some 3,000 horses, 25 bands and 100 floats. Phoenix visitors are especially invited to ride in the parade and get the feel of the old West

The excuse for all this merriment, the rodeo itself, is billed by the sponsoring Phoenix Junior Chamber of Commerce as a "combination western circus, nightclub floor show, horse show, wild west show and outdoor rodeo all rolled into one." Events will include steer wrestling or bulldogging, bareback bronc riding, saddle bronc riding, calf roping, team roping, cow cutting and Brahma bull riding

- 2 -

Top cowboys of the hemisphere will participate. And, of course, countless pretty cowgirls will be on hand.

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