



For Immediate Release

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**The World's Oldest Rodeo® Celebrates 135 Years and
Honors Junior Bonner, 1972 Film Classic, as the 2022 Rodeo Theme**

June 28 through July 4 in Prescott, AZ

PRESCOTT, AZ. - The World's Oldest Rodeo honors the 50th celebration of Junior Bonner, Prescott's 1972 Film Classic, and 135 years of rodeo. Rodeo takes place from June 28 through July 4 in Prescott, AZ. Prescott Frontier Days,® Inc. is pleased to present the 135th annual World's Oldest Rodeo in Prescott, Arizona. Independence Day and the Fourth of July week in Prescott is traditionally the busiest time of year that generates economic benefits for the entire region. With world-class rodeo and family-friendly events occurring for almost seven straight days, the World's Oldest Rodeo is truly Prescott's most anticipated event of the year.

Rodeo fans travel from all over the world to visit Prescott during Prescott Frontier Days and to be a part of rich-western culture and history that stems back to July 4, 1888. In celebrating the 50-year anniversary of the film Junior Bonner, Stuart Rosebook, son of the late screenwriter Jeb Rosebrook, writes, "*Junior Bonner*, written by the late screenwriter and Orme School graduate, Jeb Rosebrook, is a deeply personal homage to family, historic Prescott and the small towns and ranchlands of Yavapai County. Fifty years ago, the city of Prescott welcomed a Hollywood film crew and helped make a Western classic."

"It is exciting to honor the legacy of the Junior Bonner film and its rich history with the generational families of Prescott, and to also share the 50th celebration in combination with our rodeo's 135th year that will make a rodeo celebration to remember," said Jim Dewey Brown, General Manager of Prescott Frontier Days, Inc. The theme for the annual rodeo parade is "Celebrating 50 Years of Junior Bonner" and will be held on Saturday, July 2 at 9 a.m. in

downtown Prescott and is sponsored by Barrett Propane. To kick off the parade in the proper way, Prescott Frontier Days, Inc. will be presenting the parade grand marshal with special guest, Chase McQueen. Chase is the son of Steve's son Chad McQueen. Chase was born and raised in Los Angeles, California to Chad McQueen and Jeanie Galbraith. He began his soccer career at the Hollywood All-Stars then left America to play at the academy of Croatian team Dinamo Zagreb. The 27-year-old will join us in Prescott to kick off our parade festivities in honor of his legendary grandfather who passed in 1980.

With record attendances and sponsor participation at an all-time high, this year will be no exception of another successful week of world-class rodeo with family activities that will make Prescott shine. This year's performers include Justin Rumford, barrelman and PRCA "Clown of the Year"; Bobby Kerr brings his famous Mustang Act; Broken Spoke Clydesdales will be in attendance and much more excitement is in store. Pro Rodeo Hall of Fame Announcer, Randy Corley, will be joined by new Co-Announcer, James Horcasitas to cover the eight performances. Signature events like the annual rodeo dance will be held in downtown Prescott at the Depot Marketplace/BMO Harris Bank parking lot on the corner of Sheldon and Montezuma. The dance begins on Thursday, June 30 and runs through Saturday, July 2. Thursday night is family night so bring your entire family to kick up your heels! Tickets are \$5 per person and can be purchased at the door. Celebrate with us and we look forward to seeing you at the World's Oldest Rodeo!

RODEO SCHEDULE AND PERFORMANCE SPONSORS

Tuesday, June 28, 7:30 p.m. – Daily Courier

Wednesday, June 29, 7:30 p.m. – Wrangler – Tough Enough to Wear Pink

Thursday, June 30, 7:30 p.m. – Honoring our First Responders

Friday, July 1, 7:30 p.m. – Jack Daniels

Saturday, July 2, 1:30 p.m. – Ram York Dodge Chrysler Jeep

Saturday, July 2, 7:30 p.m. – Coors/Canyon Distributing

Sunday, July 3, 7:30 p.m. – Honoring our Military

Monday, July 4 – 1:30 p.m. – Nacard Pepsi

SPECIAL EVENTS

Junior Bonner Movie Night

Monday, June 27 | 8:00 p.m. Start – Prescott Rodeo Grounds | Doors open at 7 p.m.

\$5/person (All Ages) | Admission purchase at the gate | Open Seating: Grandstands or In-Arena (Bring Your Own Chair) | Vendors, Concessions, and Full Bar will be open

Happy Hearts Rodeo for Exceptional Children

Thursday, June 30 | 5:00 p.m. – Prescott Rodeo Grounds

Mutton Bustin' | Prescott Rodeo Grounds

Friday, July 1, 5:30 p.m.

Saturday, July 2, 5:30 p.m.

Sunday, July 3, 5:30 p.m.

Rodeo Dance | Depot Marketplace/BMO Harris Bank 303 N. Montezuma, Prescott

Thursday, June 30, 8:00 p.m. to 12 a.m. – Family Night

Friday, July 1, 8:00 p.m. to 1:00 a.m.

Saturday, July 2, 8:00 p.m. to 1:00 a.m.

Kiwanis Kiddie Parade, sponsored by the City of Prescott

Friday, July 1, 9:00 a.m. start - Cortez & Goodwin Streets

Prescott Frontier Days, Inc. Rodeo Parade, sponsored by Barrett Propane

Saturday, July 2, 9:00 a.m. – Courthouse Plaza

Rodeo Days Fine Arts & Crafts Show, sponsored by the City of Prescott

Saturday, Sunday, Monday, July 2, 3 & 4 – 9 a.m. – 4 p.m. Courthouse Plaza -

www.prescottdowntown.com

Cowboy Church at Prescott Frontier Days Rodeo Grounds

Sunday, July 3, 9 a.m. - 10 a.m.

Whiskey Row Boot Race, sponsored by the City of Prescott

Saturday, July 2, 12 p.m. – 1 p.m. | Downtown Prescott, Arizona

For more information or details about any of the listed events, please visit www.worldsoldeastrodeo.com. Tickets are now available by phone **(928-445-4320)** and on the website, or at the gate. Purchasing tickets in advance is encouraged as sell outs are possible.

Professional photography provided with this release has been pre-authorized to use in promotion of the World's Oldest Rodeo. Usage of non-authorized photographs not provided by the Prescott Frontier Days, Inc. is prohibited. For other inquiries, please contact the Prescott Rodeo Office at **(928) 445-3103** from 9:00 a.m. to 4:00 p.m., Monday through Friday. The ticket box office is open on Wednesdays only in May from 10 a.m. to 3 p.m. and the ticket office will be open Monday, Wednesday, Thursday in June from 10 a.m. to 3 p.m. at 840 Rodeo Drive Suite D Prescott, AZ 86305.

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