



Kentucky Tourism, Arts and Heritage Cabinet Kentucky Exposition Center

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Black Rodeo Rides Again: Southeastern Rodeo Association Returns to Freedom Hall

LOUISVILLE, Ky. (July 17, 2017) — The Southeastern Rodeo Association's 2nd Annual Louisville Open Black Rodeo rides into Freedom Hall at the Kentucky Exposition Center Saturday, July 22 at 7:30 p.m.

The family-friendly event features professional cowboys competing for prize money in categories that include:

- Bull riding
- Steer wrestling
- Bareback riding
- Calf roping
- Barrel racing

Cowgirls also take to the ring to perform in specialized categories and children participate in junior barrel racing.

The Southeastern Rodeo Association is committed to showcasing African-American cowboys and cowgirls, and highlighting the important role they played in helping tame the Old West.

Tickets are \$27.50 for adults and \$19.50 for children (ages 2-12), reserved seating. Groups of 10 or more adults pay \$23.50 each. For accessible seating, contact Freedom Hall at (502) 367-5144 or 1-800-231-8085. Parking at the Kentucky Exposition Center is \$8 per car, \$20 per bus.

Purchase tickets at the Kentucky Exposition Center Ticket Office, charge by phone at 1-800-745-3000 or buy online at www.ticketmaster.com.

To learn more about the Southeastern Rodeo Association, visit www.serodeo.com.

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One of the 10 largest facilities of its kind in the U.S., the [Kentucky Exposition Center](http://www.kyexpo.org) (KEC) features 1.2 million square feet of contiguous exhibit space, including Freedom Hall, an indoor arena that seats 13,500 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates a wide range of events year round. KEC is the permanent home of the Kentucky State Fair, National Farm Machinery Show and North American International Livestock Exposition. For more information, go to www.kyexpo.org.

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, KEC is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle and \$20 per bus.